

The Mystery of Flight 370 / God at the Movies /

Plus: The Big Bang Explained

TIME

# THIS LAND IS MY LAND

RUSSIA, CRIMEA AND  
A RETURN TO THE  
OLD WORLD ORDER

BY ROBERT D. KAPLAN

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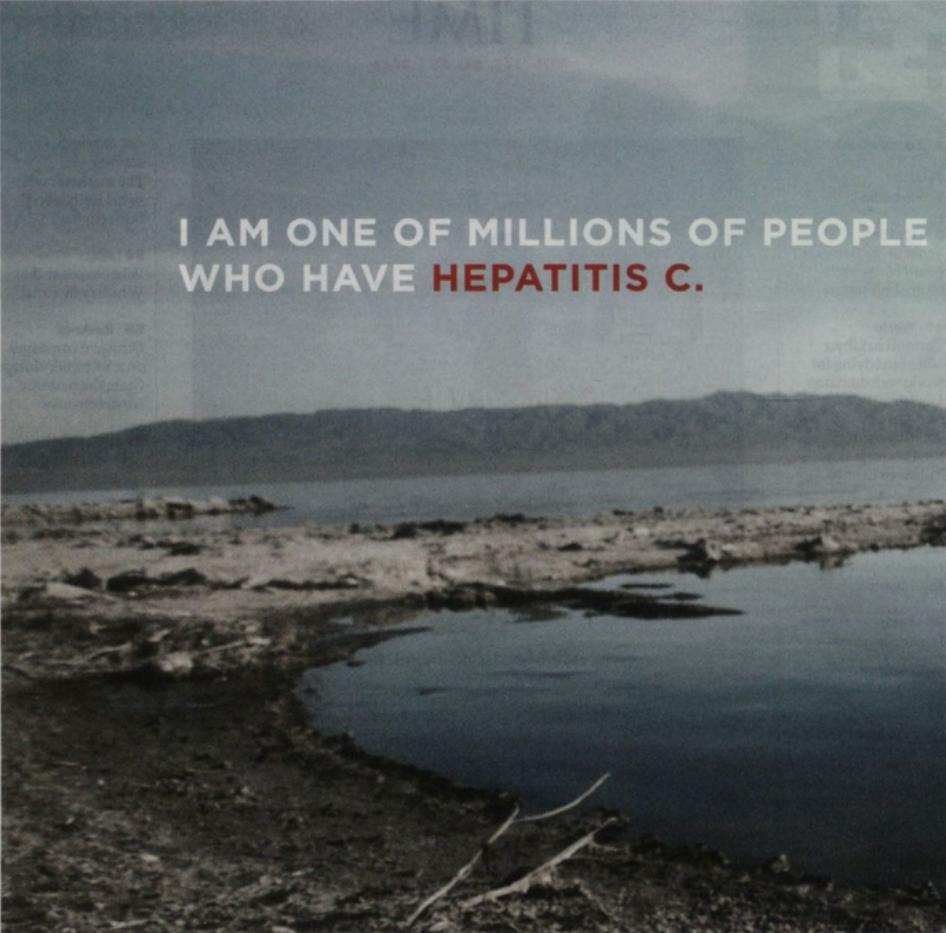
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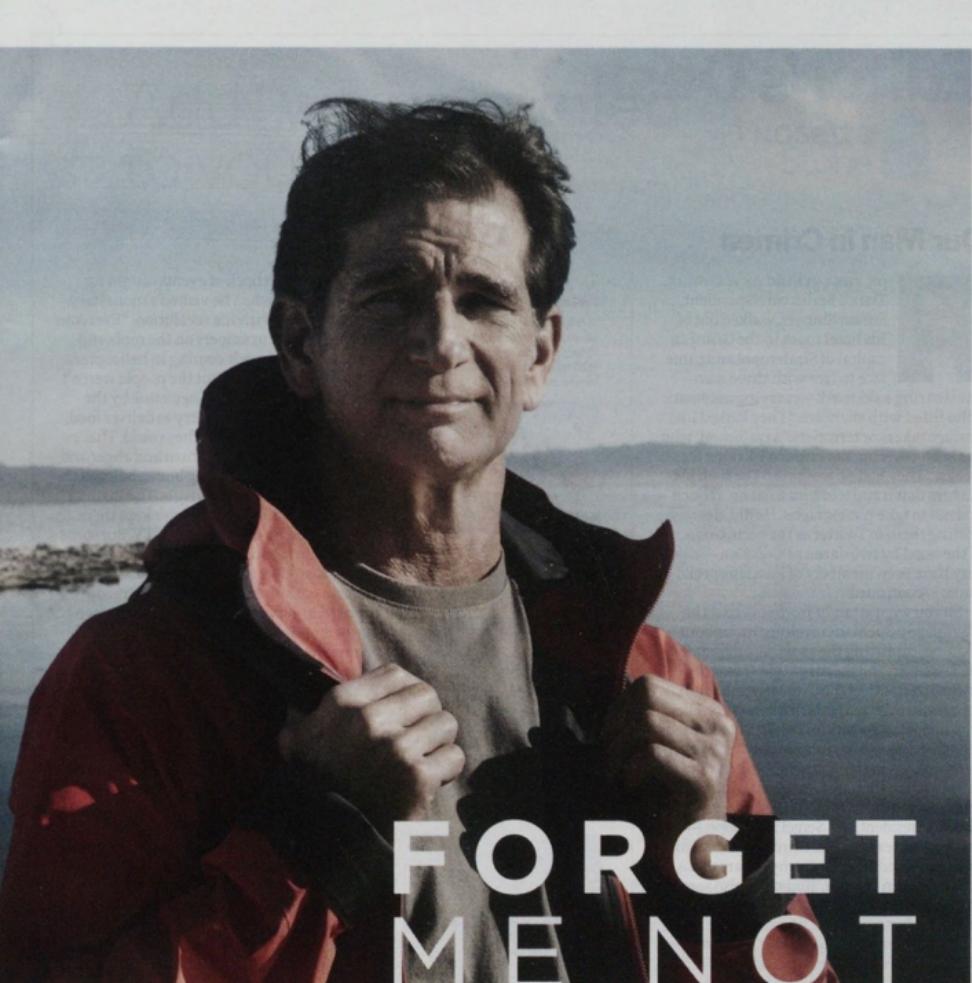
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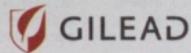
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# Editor's Desk

## Our Man in Crimea



ON THE EVENING OF MARCH 15, TIME's Berlin correspondent, Simon Shuster, walked out of his hotel room in the Crimean capital of Simferopol and came face to face with three men—one wearing a ski mask—carrying automatic rifles fitted with silencers. "They looked like hostage takers or terrorists," says Simon, who has been covering the crisis in Ukraine for weeks. "They had no insignia." The men patted him down and told him to sit on a couch and not to take photographs. He did anyway, posting them to Twitter as the occupation of the hotel by two dozen armed men—who may have been members of Russian special forces—continued.

Simon went straight from covering the Olympics in Sochi to traveling throughout Ukraine, capturing the growing crisis daily for TIME.com and the magazine. (His story on the aftermath of the Crimea referendum appears on page 12.) He is that rare storyteller who can get the powerful to talk as candidly as the powerless. He has introduced TIME readers to key players in the crisis like Dmitro Yarosh, the extreme nationalist leader of an influential group of Ukrainian protesters who is now running for President, and Sergei Aksyonov, the pro-Russian leader of the Crimean secessionist movement and a sworn enemy of Yarosh's. A native Russian speaker, Simon has also spent time with people whose names will never be known but who have the most to lose. "Though I'm not exactly a native son here," he says, "I've never felt like an outsider in Ukraine either. My father grew up here, in a town called Khmelnitsky, in a western part of the country that is now deeply anti-Russian. I have uncles, aunts and cousins whom I visit almost every summer in Odessa, which is pro-Russia."

Following the deadliest day of protests in Kiev, it was not the sight of the corpses that unnerved Simon, laid out in the street outside his hotel and covered by old Soviet blankets with patterns he remembered from

### TWEETING THE STORY

*When filing was difficult, Simon Shuster (@shustry) chronicled events on the ground in Ukraine using his cell-phone camera and Twitter*



MARCH 17 The checkpoint at Perekop today, where Russia is drawing Europe's newest border. #Ukraine #Crimea



MARCH 15 Some of the gunmen arrived in this van, no plates, no stickers, masked man now waiting in driver's seat.



MARCH 4 Face off between Ukraine base commander Col. Yuli Manchur and Russian officer at occupied Belbek airbase.

childhood. The shock of events caught up with him only when he visited a monastery that had allied with the revolution. "Everyone was talking about snipers on the roofs and Russian death squads coming in helicopters any minute," he says. "But the people weren't too scared to go outside. They came by the thousands to that monastery to deliver food, supplies, help in any way they could. That's what got to me. Their idealism and anger and grief, as they were stacking boxes, helping the injured, directing new arrivals. The instinct of self-preservation should have kept them home, watching it all unfold on TV. But some other instinct had kicked in. I'm not sure what it was, though I suspect it was at least a cousin of the instinct that in 1989 made my parents leave everything they'd known for their entire lives and leave Moscow with no money, a few possessions, no idea where we would end up. Somewhere in the West. Whatever that meant. Everybody just knew that this place we were in was all wrong and everything had to change for life to be better."

That night at the monastery, Simon was certainly an outsider, and not just because he was a journalist covering a major story. His Russian has a Moscow accent, which to the protesters that night sounded like the enemy. "They hated the sound of my voice, which they associated with the people who supported the people who shot 77 people dead on the square that morning," Simon recalls. "They were almost ready to hate me too. There was no point explaining that I'm an American citizen, that my father is Ukrainian, that I'm a journalist. The accent was all it took. This was the new Ukraine. I hope it doesn't stay this way."

Nancy Gibbs, MANAGING EDITOR

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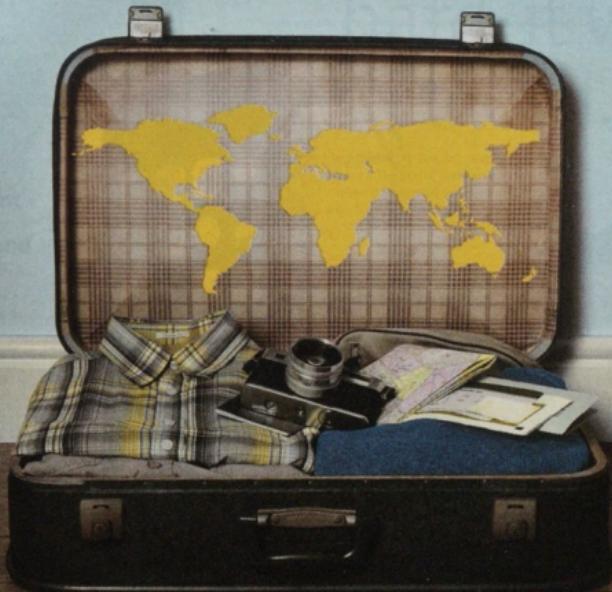
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(E) MELISSA NICHOLS

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# Briefing



**\$56 billion**

Amount Americans  
spent on pets last year,  
up 4.5% over 2012



**'Something went  
wrong with  
our process ... and  
terrible things  
happened.'**

MARY BARRA, CEO of General  
Motors, after GM recalled  
millions of cars that may have  
contained the faulty ignition  
switch that caused several  
fatal accidents



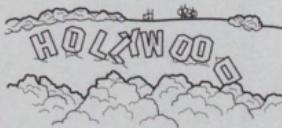
GOOD WEEK  
BAD WEEK



Sony  
Announced it  
will lay off more  
than 200  
employees

**'If you press a  
spring too  
hard, it will  
recoil.'**

VLADIMIR PUTIN, suggesting that the  
West's dismissal of Russian concerns has  
necessitated its annexation of Crimea,  
which he calls "an integral part of Russia  
in the hearts and minds of people"



**4.4**

Magnitude on the  
Richter scale of the  
earthquake that hit Los  
Angeles on March 17

**'This is bigger than the Higgs boson.'**

MARC KAMIONKOWSKI, a theorist at Johns Hopkins University, after a team of observers at  
the South Pole found the first direct evidence of gravitational waves, which bolsters the Big Bang theory

**'Whoever did  
this ... had  
nerves of steel.'**

AN UNNAMED VETERAN AIRLINE PILOT,  
on the deliberate series of events that  
resulted in the disappearance of Malaysia  
Airlines Flight 370; experts now assume  
a knowledgeable pilot was responsible



**\$400,000**

Approximate  
value of gold pins  
stolen from the  
Tri Delta sorority  
headquarters in  
Texas

**'We were hopeful  
that the policy  
of exclusion would  
be reversed.'**

GUINNESS, announcing it would not  
sponsor the St. Patrick's Day parade  
in New York City because of a policy that  
prevents LGBT groups from marching







Briefing

# LightBox

## Dispersal

The Venezuelan national guard blasts water cannons at a pair of antigovernment protesters in Caracas on March 14. At least 28 people have been killed since demonstrations against President Nicolás Maduro's administration began in February.

Photograph by Tomas Bravo—Reuters

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# World

## U.S. Raid Spotlights Turmoil in Libya

A U.S. Special Forces raid on a rogue oil tanker transporting valuable crude from a rebel-held port in eastern Libya underscored the weakness of the government in Tripoli as it struggles to impose order across the nation nearly three years after the ouster of Colonel Muammar Gaddafi.

The tanker was intercepted on March 16 near Cyprus, having set sail from Libya a week earlier. Its departure from the port of Sidra triggered the exit of Libyan Prime Minister Ali Zeidan after lawmakers furious at his failure to stop the shipment passed a motion of no confidence in his leadership.

The U.S. intervened at the request of the Libyan and Cypriot governments, boarding the ship in

the middle of the night and steering it back toward Libya. The rebel leader in Sidra, Ibrahim Jathran, called the raid an act of "piracy" and said the U.S. should stop siding with "the extremists" in Tripoli. Once allied with the government, Jathran struck out on his own last year, seizing three ports and demanding a greater share of oil revenue for the country's eastern regions. Small and inexperienced, government forces have been unable to fight back against his militia, which battled Gaddafi in 2011.

But the challenge from Jathran is only one of many: Tripoli's authority in the east has also been questioned by hard-line Islamist groups like Ansar al-Sharia. The result is growing violence in cities like Benghazi, which was rocked the day after the tanker's capture by car-bomb attacks that killed 10 people.

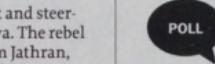


A rebel under Jathran guards the entrance to the Sidra port in eastern Libya

### VERBATIM

**'I stand behind that decision. I was aware of that particular factory before I signed it.'**

**SCARLETT JOHANSSON**, defending her agreement to serve as the face of the Israeli soda company SodaStream, in an interview with Britain's *Observer* newspaper. She drew criticism from pro-Palestinian groups over the firm's use of a factory in a Jewish settlement in the West Bank.



### IS GOD ESSENTIAL TO MORALITY?

The Pew Research Center asked people in 40 countries if it was necessary to believe in God to be moral. Here is a sample of those who said it was:



## The Explainer

### Nigeria's Unemployment Crisis

On March 16, seven people died in a stampede in Nigeria's capital, Abuja, after 65,000 showed up to a stadium to apply for 5,000 positions in the immigration department. Up to nine more people died in other locations across the country that were hosting similar events, throwing a spotlight on the country's unemployment crisis.

**WHAT IS THE PROBLEM?** While Nigeria is Africa's biggest oil producer, there is a wide gulf between rich and poor. The country boasts a growing list of billionaires, but at the same time, most people live on less than \$1 a day, and overall unemployment hovers around 25%.

**HOW DID THIS HAPPEN?** A variety of factors, including a devastating civil war in the 1960s, decades of economic mismanagement and continuing sectarian conflict, have taken a toll on the country. Rampant corruption—Nigeria ranked 144th out of 177 countries in Transparency International's Corruption Perceptions Index in 2013—has made things worse, with profits from Nigeria's natural resources being siphoned off.

**WHAT'S BEING DONE ABOUT IT?** Ngozi Okonjo-Iweala, the reform-minded Finance Minister, has vowed to fight corruption and diversify the economy to help create more jobs, specifically focusing on the agriculture sector.



## Choosing a New Future

**AFGHANISTAN** An Afghan woman receives her voting card at a registration center in Kabul on March 17. Nine candidates are campaigning for the Afghan presidency in national elections due on April 5. The Taliban have threatened to "use all force" to disrupt the polls, which will take place just months before most foreign troops leave the war-torn country. *Photograph by Rahmat Gul—AP*

## Roundup

### Imminent Domains

Berlin became the first city with its own web suffix, debuting .berlin on March 18. Roughly 50 cities are already planning to follow suit as local governments eye a new source of revenue. Here are four examples from around the world:



New York City's domain name—expected to be publicly available by year's end—is projected to boost local government coffers to the tune of \$3.6 million by 2019.



Apart from certain domain names reserved for public bodies, Johannesburg-specific domain names are expected to sell for \$19 to \$37 when they launch in July.



According to a recent survey, 1 in 4 small businesses in London is likely to register for a .london web address, which is expected to go live in late 2014.



Nonresidents will be able to sign up for domains linked to Nagoya, Japan. In contrast, .nyc will be restricted to locals, while London will prioritize residents during a three-month pilot phase.



**CHINA**  
**\$140 BILLION**

Estimated value of Alibaba, the Chinese e-commerce giant, which plans to list in the U.S. in what could be the biggest Internet IPO ever

## Trending In



### REUNIONS

A 107-year-old Syrian refugee was reunited with her family in Germany after fleeing the civil war in her homeland.



### ANIMALS

The Croatian city of Split said it would close its zoo after local media exposed cramped and dirty cages. The animals will be relocated to better facilities.



### CRIME

A Facebook user posing as Prince Harry and offering work in London conned an Austrian tradesman out of 27,500 euros.



### CONFLICT

Venezuelan troops stormed a Caracas square that had become a focal point for antigovernment protests.



# Dispatch

## Morning After In Crimea

Vladimir Putin  
rekindles the  
glow of empire

BY SIMON SHUSTER/  
MOSCOW

EMPIRES HAVE SPILLED BLOOD and spent treasure for control of Crimea for more than 2,500 years, ever since the ancient Greeks first made it their colony. It took Russian President Vladimir Putin less than three weeks—and not a single shot fired in anger—to wrest the peninsula from Ukraine. On March 18, two days after a referendum showed that an overwhelming majority of Crimeans wanted to be annexed by Russia, Putin signed a decree formalizing the arrangement. The U.S. and its European allies barely had time to prepare a round of mild sanctions—mainly travel restrictions and asset freezes for a handful of officials—which the master of the Kremlin shrugged off.

For Putin, the punishment pales before the political prize. The annexation of Crimea has pushed his popularity higher than it's been in three years—to a stunning 72% in two nationwide polls, up almost 10% since the invasion of Crimea began. Roughly the same percentage of respondents said that at the start of February that they did not want Russia to intervene at all in Ukraine's internal affairs. But for Russians, the conquest of Crimea was not seen as an intervention. It felt like a rightful return to the status of empire that Russia had lost after the fall of the Soviet Union. Even for some of Putin's harshest



critics, achieving that is worth just about any rupture in relations with the West.

Just ask Mikhail Gorbachev. In an interview on the eve of Crimea's annexation, the last leader of the USSR—the Nobel Peace Prize laureate who is credited with ending the Cold War—declared that Putin should not stop at Crimea. All of southern Ukraine, Gorbachev said, is Moscow's rightful dominion. "In essence, in history, it's just like Crimea," he told a Russian news website. "Its population is Russian. It was civilized by Russians." And with tens of thousands of Russian troops still massed at Ukraine's eastern border,

Putin may yet decide to expand his landgrab.

As long as he can follow the Crimean formula—a bloodless and surgical takeover—even his enemies in Russia will applaud. Maria Baronova is a case in point. Last year she stood trial in Moscow for "inciting mass unrest." Her crime? Organizing a protest against Putin on the eve of his third presidential inauguration. Few Putin critics are more outspoken, but on Crimea, Baronova is fully behind her President. Her generation of savvy, liberal urbanites suffered through the Soviet loss of empire when they were just coming

into their own, and Baronova remembers it as "a palpable, physical discomfort, a sense of helplessness in knowing that our state can do nothing to counter the will of the West."

The most painful object lesson for them was NATO's intervention in the war in Kosovo in 1999, when Russia was forced to watch Serbia, a nation with deep religious and cultural ties to the Russians, bombed by Western warplanes and then, after a plebiscite backed by the West, lose control of Kosovo. "Watching that gave us a deep inferiority complex," says Baronova.

Some of her older friends



### Return to the fold

*A pro-Russian militiaman stands at a war memorial near what is now the border between Crimea and Ukraine*

to Russia. "It really is a historical injustice that Crimea was given to Ukraine like some kind of toy," he says.

That gift was made in 1954 on the whim of Nikita Khrushchev, who was then the leader of the Soviet Union. He decided to take Crimea away from Russia and transfer it to Ukraine at a time when the placement of their borders didn't really matter. (Legend has it that Khrushchev was drunk when he signed the papers.) All three were part of the Soviet Union, whose collapse seemed unthinkable. But when it all broke apart in 1991, Crimea and its majority-Russian population found themselves in what felt like a foreign land. Ukrainian nationalism was on the rise, and a popular movement in Crimea pleaded for Moscow to take it back in the early 1990s. Those appeals were ignored. The Kremlin had too many other fires to fight across its crumbling empire.

So when Putin sent in troops to take back Crimea, he didn't just increase Russia's variety of Black Sea beaches. To his supporters, he corrected a historical anomaly. "Crimea is our common property, the most important factor of stability in the region," Putin said during a speech in the Kremlin on March 18, just before signing a treaty to annex the peninsula. "This strategic territory should be under strong, stable sovereignty, which realistically may only be Russia today."

Some Russians—the liberals Putin so scorns—warn

that the Crimeans will find life as newly minted Russians less than rosy. "They'll get some assistance, a few plane-loads of sausages maybe, but all those freedoms they've gotten used to in Ukraine, they won't have those in Russia," Baranova says. "Nobody will let them have any kind of referendum here." The peninsula could easily become another backwater dependent on handouts from Moscow, much like dozens of depressed regions that are already part of the Russian Federation. For all Putin's triumphalism, Russia's struggling economy can ill afford another high-maintenance province.

But at least while the world is watching Crimea, Putin will likely turn it into his personal project, an advertisement for other regions

that might want to follow its example. "They'll build a Potemkin village to show how splendid life in Russia is and how rotten it had been in Ukraine," says Feygin. That could become a model for Putin's new expansionism, which seems to have tapped into his people's latent desire for a Soviet reunion. "The Russian mind is in its nature an imperialist thing," Feygin says. "It is driven by this hunger for new borders, new territories. It's like our national mission." That mission would, if further realized, continue to gall the West. U.S. Secretary of State John Kerry has warned that any more expansion would "require a response that is commensurate with the level of that challenge."

But for now, Crimeans are celebrating their new identity. As I arrived at the airport in Simferopol, the regional capital, to fly to Moscow on the day of Putin's speech, hoots of joy broke out at the check-in desk as news of the annexation spread. The clerks were chattering about whether this would be the last Moscow flight to leave from the international terminal, and in the line for boarding, a young man began softly singing the Russian national anthem. "Louder!" someone yelled at him, and before long, half the people at the gate were singing. The anthem's melody is the same as that of the Soviet Union's version; only the lyrics are amended. (One of the first acts of Putin's rule in 2000 was to bring back the tune of the Soviet anthem.) And as the singing grew louder, some of the older folks at the airport went back to the Soviet lyrics, starting with the phrase "the indestructible union."

in Moscow even volunteered to go fight in Bosnia back then. "It was a mad time," says Mark Feygin, who was in his early 20s when he went to Bosnia to fight alongside the Serbs in 1993. "Everything was falling apart—the Soviet Union, everything we knew—and our country was in no condition to help our brothers. So we went and did what we could." Twenty years later, Feygin has become one of Russia's most prominent civil rights lawyers; he defended the activists of Pussy Riot when three of them were put on trial in 2012 for protesting against Putin. But Feygin, too, supports the return of Crimea



**'IN ESSENCE, [SOUTHERN UKRAINE IS] JUST LIKE CRIMEA. ITS POPULATION IS RUSSIAN. IT WAS CIVILIZED BY RUSSIANS.'**

**Mikhail Gorbachev**, the last leader of the Soviet Union, on why Putin should not stop at Crimea; the Nobel Peace laureate argues that all of southern Ukraine is part of Moscow's rightful dominion



# Nation

## A New Immigration Strategy? As hopes for a legislative fix fade, Obama mulls executive action

BY ALEX ALTMAN



**Presidential pressure** With reform stalled in Congress, activists are urging Obama to curb deportations

OVER THE PAST FIVE YEARS, President Obama has overseen the deportation of nearly 2 million undocumented immigrants, mostly to Mexico and Central America. So it was a notable event on March 13 when he invited Hispanic lawmakers into the Oval Office to express his regret about that record—his “deep concern about the pain too many families feel from the separation,” in the words of a White House statement.

Those words may come to mark a shift in strategy for Obama, who is adjusting to the fact that Republicans in Congress are again unlikely to move forward on immigration reform this year. His original deportation policy was designed, at

least in theory, to bring the GOP to the bargaining table and pass a bipartisan rewrite of U.S. immigration laws. It didn’t work.

Instead, Obama has been caught between Republicans who blast him for skirting the law and a liberal base that hammers him for enforcing it too aggressively. A Pew Research survey last December found the threat of deportation was a more important issue for Hispanics than creating a new pathway to citizenship for the undocumented.

With Congress frozen, Obama may next try to ease the pain of deportations, particularly among families. He asked his new Homeland Security director, Jeh Johnson,

to find “more humane” ways to conduct enforcement within the confines of current law. That announcement came the same week that Johnson clashed with Republicans over a requirement that U.S. immigration authorities detain about 34,000 immigrants at all times. Johnson said he interprets the law to mean that his department is to provide that many beds but not necessarily fill them.

“The President continues to believe that the only permanent solution” to resolve the immigration issue is through legislation, the White House said. But with that solution possibly years off, the President may take further steps on his own.

### TENNESSEE THE NEW WHISKEY REBELLION

A civil war has erupted in the Volunteer State over a seemingly settled matter: What, exactly, is Tennessee whiskey? Last year, the legislature passed a law defining the production of its signature hooch based largely on the method local whiskey behemoth Jack Daniel’s has used since the 1870s. That raised the ire of global liquor giant Diageo, whose George Dickel is the state’s distant-second-best-selling brand.

“Jack Daniel’s is saying you have to make it the same way they do, and we think that’s unfair,” says Diageo’s Barry Becton, who adds that the law’s clause about new barrels—which can be expensive and difficult to find—gives Jack Daniel’s an edge because Brown-Forman, the company that owns the distillery, makes its own. The state’s booming small-batch distillers are split on the law. Jack Daniel’s counters that Diageo, which owns Johnnie Walker Scotch, is trying to loosen Jack’s hold on the surging U.S. whiskey market to protect its other holdings. The fight, says Brown-Forman’s Phil Lynch, “is an effort to undermine Tennessee whiskey.”

—JOSH SANBURN



The booze battle pits two iconic sons of the South against each other

Extended-release SEROQUEL XR is approved to treat episodes of bipolar disorder — mania (highs), mixed (highs and lows), and depression (lows).

## Important Safety Information

Elderly patients with dementia-related psychosis (for example, an inability to perform daily activities as a result of increased memory loss) treated with this type of medicine are at an increased risk of death. SEROQUEL XR is not approved for treating these patients.

Antidepressants have increased the risk of suicidal thoughts and actions in some children, teenagers, and young adults. Patients of all ages starting treatment should be watched closely for worsening of depression, suicidal thoughts or actions, unusual changes in behavior, agitation, and irritability. Patients, families, and caregivers should pay close attention to any changes, especially sudden changes, in mood, behaviors, thoughts, or feelings. This is very important when an antidepressant medicine is started or when the dose is changed. These symptoms should be reported immediately to the doctor. SEROQUEL XR is not approved for children under the age of 10 years.

- Do not take SEROQUEL XR if you are allergic to quetiapine fumarate or any of the ingredients in SEROQUEL XR
- Stroke that can lead to death can happen in elderly people with dementia who take medicines like SEROQUEL XR
- Stop SEROQUEL XR and call your doctor right away if you have some or all of the following: high fever; excessive sweating; stiff muscles; confusion; changes in pulse, heart rate, and blood pressure. These may be symptoms of a rare, but very serious and potentially fatal, side effect called neuroleptic malignant syndrome (NMS)
- If you have diabetes or risk factors such as obesity or a family history of diabetes, your doctor should check your blood sugar before you start taking SEROQUEL XR and also during therapy. If you develop symptoms of high blood sugar or diabetes, such as excessive thirst or hunger, increased urination, or weakness, contact your doctor. Complications from diabetes can be serious and even life threatening

- Increases in triglycerides and in LDL (bad) cholesterol and decreases in HDL (good) cholesterol have been reported with SEROQUEL XR. Your doctor should check your cholesterol levels before you start SEROQUEL XR and during therapy
- Weight gain has been reported with SEROQUEL XR. Your doctor should check your weight regularly
- Tell your doctor about any movements you cannot control in your face, tongue, or other body parts, as they may be signs of a serious condition called tardive dyskinesia (TD). TD may not go away, even if you stop taking SEROQUEL XR. TD may also start after you stop taking SEROQUEL XR
- Tell your doctor if you have a history of low white blood cell count or seizures. Your doctor should check for cataracts. Other risks include feeling dizzy or lightheaded upon standing, decreases in white blood cells (which can be fatal), drowsiness and trouble swallowing
- Use caution before driving or operating machinery until you know that you can do so safely. Do not drink alcohol while taking SEROQUEL XR
- The most common side effects are drowsiness, dry mouth, constipation, dizziness, increased appetite, upset stomach, weight gain, fatigue, disturbance in speech and language, and stuffy nose

This is not a complete summary of safety information about prescription SEROQUEL XR.

Please read Important Product Information, including Boxed WARNINGS, on adjacent pages and discuss with your doctor.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

If you're without prescription coverage and can't afford your medication, AstraZeneca may be able to help. For more information, please visit [AstraZeneca-us.com](http://AstraZeneca-us.com)

“ There's a space between my manic highs and depressive lows. It's where I feel like me. That's where I want to be. ”

finding  
my  
center



SEROQUEL XR is proven effective to treat the manic highs and depressive lows of bipolar disorder. SEROQUEL XR is a once-daily extended-release tablet, which means medication is released around the clock.

Ask your doctor about prescription SEROQUEL XR for help finding your center.

Learn more at [SEROQUELXR.com](http://SEROQUELXR.com)

1-800-4-SEROQUEL XR

Once-daily  
**SEROQUEL XR®**  
quetiapine fumarate  
extended-release tablets

Please read Important Product Information, including Boxed WARNINGS, on adjacent pages and discuss with your doctor.

AstraZeneca

# IMPORTANT INFORMATION ABOUT SEROQUEL XR (SER-oh-kwell)

Please read this summary carefully before you start taking SEROQUEL XR and each time you get a refill. There may be new information.

No advertisement can provide all the information needed to determine if a drug is right for you or take the place of careful discussions with your health care provider. Only your health care provider has the training to weigh the risks and benefits of a prescription drug.

## What is the most important information I should know about SEROQUEL XR?

Serious side effects may happen when you take SEROQUEL XR, including:

- Risk of death in the elderly with dementia:

Medicines like SEROQUEL XR can increase the risk of death in elderly people who have memory loss (dementia). SEROQUEL XR is not approved for treating psychosis in the elderly with dementia.

- Risk of suicidal thoughts or actions:

Antidepressant medicines, depression and other serious mental illnesses, and suicidal thoughts or actions:

1. Talk to your, or your family member's, healthcare provider about:

- all risks and benefits of treatment with anti-depressant medicines
- all treatment choices for depression or other serious mental illness

2. Antidepressant medicines may increase suicidal thoughts or actions in some children, teenagers, and young adults within the first few months of treatment.

3. Depression and other serious mental illnesses are the most important causes of suicidal thoughts and actions. Some people may have a particularly high risk of having suicidal thoughts or actions. These include people who have (or have a family history of) depression, bipolar illness (also called manic-depressive illness), or suicidal thoughts or actions.

4. How can I watch for and try to prevent suicidal thoughts and actions in myself or a family member?

- Pay close attention to any changes, especially sudden changes, in mood, behaviors, thoughts, or feelings. This is very important when an antidepressant medicine is started or when the dose is changed.

- Call the health care provider right away to report new or sudden changes in mood, behaviors, thoughts, or feelings.

- Keep all follow-up visits with the health care provider as scheduled. Call the health care provider between visits as needed, especially if you have concerns about symptoms.

Call a health care provider right away if you or your family member has any of the following symptoms, especially if they are new, worse, or worry you:

- thoughts about suicide or dying
- attempts to commit suicide
- new or worse depression
- new or worse anxiety
- feeling very agitated or restless
- panic attacks
- trouble sleeping (insomnia)
- new or worse irritability
- acting aggressive, being angry, or violent
- acting on dangerous impulses
- an extreme increase in activity and talking (mania)
- other unusual changes in behavior or mood

## What else do I need to know about antidepressant medicines?

Never stop an antidepressant medicine without first talking to your health care provider. Stopping an antidepressant medicine suddenly can cause other symptoms.

**Antidepressants are medicines used to treat depression and other illnesses.** It is important to discuss all the risks of treating depression and also the risks of not treating it. Patients and their families or other caregivers should discuss all treatment choices with the health care provider, not just the use of antidepressants.

**Antidepressant medicines have other side effects.** Talk to the health care provider about the side effects of the medicine prescribed for you or your family member.

**Antidepressant medicines can interact with other medicines.** Know all of the medicines that you or your family member take. Keep a list of all medicines to show the health care provider. Do not start new medicines without first checking with your health care provider.

**Not all antidepressant medicines prescribed for children are FDA approved for use in children.** Talk to your child's health care provider for more information.

## What is SEROQUEL XR?

SEROQUEL XR is a prescription medicine used to treat bipolar disorder in adults, including

- manic episodes associated with bipolar disorder alone or with lithium or divalproex
- depressive episodes associated with bipolar disorder
- long-term treatment of bipolar I disorder with lithium or divalproex
- manic episodes associated with bipolar I disorder in children ages 10 to 17 years old

It is not known if SEROQUEL XR is safe and effective in children under 10 years of age.

## Who should not take SEROQUEL XR?

Do not take SEROQUEL XR if you are allergic to quetiapine fumarate or any of the ingredients in SEROQUEL XR. See the end of this summary for a complete list of ingredients in SEROQUEL XR.

## What should I tell my health care provider before taking SEROQUEL XR?

Before taking SEROQUEL XR, tell your health care provider if you have or have had

- diabetes or high blood sugar in you or your family: your health care provider should check your blood sugar before you start SEROQUEL XR and also during therapy
- high levels of total cholesterol, triglycerides or LDL-cholesterol or low levels of HDL-cholesterol
- low or high blood pressure
- low white blood cell count
- cataracts
- seizures
- abnormal thyroid tests
- high prolactin levels
- heart problems
- liver problems
- any other medical condition
- pregnancy or plans to become pregnant. It is not known if SEROQUEL XR will harm your unborn baby
- breast-feeding or plans to breast-feed. SEROQUEL XR can pass into your breast milk. You and your health care provider should decide if you will take SEROQUEL XR or breast-feed. You should not do both

Tell the health care provider about all the medicines that you take or recently have taken including prescription medicines, over-the-counter medicines, herbal supplements and vitamins.

SEROQUEL XR and other medicines may affect each other causing serious side effects. SEROQUEL XR may affect the way other medicines work, and other medicines may affect how SEROQUEL XR works. Especially tell your health care provider if you take or plan to take medicines for:

• depression	• high blood pressure
• Parkinson's disease	• trouble sleeping
• abnormal heart beats or rhythm	

Also tell your health care provider if you take or plan to take any of these medicines:

- phenytoin, divalproex or carbamazepine (for epilepsy)
- barbiturates (to help you sleep)
- rifampin (for tuberculosis)
- glucocorticoids (steroids for inflammation)
- thioridazine (an antipsychotic)
- ketonazazole, fluconazole or itraconazole (for fungal infections)
- erythromycin (an antibiotic)
- protease inhibitors (for HIV)

This is not a complete list of medicines that can affect or be affected by SEROQUEL XR. Your doctor can tell you if it is safe to take SEROQUEL XR with your other medicines. Do not start or stop any medicines while taking SEROQUEL XR without talking to your health care provider first. Know the medicines you take. Keep a list of your medicines to show your health care provider and pharmacist when you get a new medicine.

Tell your health care provider if you are having a urine drug screen because SEROQUEL XR may affect your test results. Tell those giving the test that you are taking SEROQUEL XR.

For more information about SEROQUEL XR,  
visit [www.SEROQUELXR.com](http://www.SEROQUELXR.com) or call 1-800-236-9933.

**SEROQUELXR®**  
quetiapine fumarate  
extended-release tablets  
50, 150, 200, 300 & 400 mg

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**How should I take SEROQUEL XR?**

- Take SEROQUEL XR exactly as your health care provider tells you to take it. Do not change the dose yourself.
- Take SEROQUEL XR by mouth, with a light meal or without food.
- SEROQUEL XR should be swallowed whole and not split, chewed or crushed.
- If you feel you need to stop SEROQUEL XR, talk with your health care provider first.

If you suddenly stop taking SEROQUEL XR, you may experience side effects such as trouble sleeping or trouble staying asleep (insomnia), nausea, and vomiting.

- If you miss a dose, take it as soon as you remember. If it is close to the next dose, skip the missed dose. Just take the next dose at your regular time. Do not take 2 doses at the same time unless your health care provider tells you to. If you are not sure about your dosing, call your health care provider.
- If you take too much SEROQUEL XR, call your health care provider or poison control center at 1-800-222-1222 right away or go to the nearest hospital emergency room.

**What should I avoid while taking SEROQUEL XR?**

Do not drive, operate machinery, or do other dangerous activities until you know how SEROQUEL XR affects you. SEROQUEL XR may make you drowsy.

- Avoid getting overheated or dehydrated.
  - Do not over-exercise.
  - In hot weather, stay inside in a cool place if possible.
  - Stay out of the sun. Do not wear too much or heavy clothing.
  - Drink plenty of water.
- Do not drink alcohol while taking SEROQUEL XR. It may make some side effects of SEROQUEL XR worse.

**What are possible side effects of SEROQUEL XR?**

Also see "What is the most important information I should know about SEROQUEL XR?" at the beginning of this document.

SEROQUEL XR can cause serious side effects, including:

- Stroke that can lead to death** can happen in elderly people with dementia who take medicines like SEROQUEL.
- Neuroleptic malignant syndrome (NMS):** Tell your health care provider right away if you have some or all of the following symptoms: high fever, stiff muscles, confusion, sweating, changes in pulse, heart rate, and blood pressure. These may be symptoms of a rare and very serious condition that can lead to death. Stop SEROQUEL XR and call your health care provider right away.

- High blood sugar (hyperglycemia):** Increases in blood sugar can happen in some people who take SEROQUEL XR. Extremely high blood sugar can lead to coma or death. If you have diabetes or risk factors for diabetes (such as being overweight or a family history of diabetes) your health care provider should check your blood sugar before you start SEROQUEL XR and during therapy.

Call your health care provider if you have any of these symptoms of high blood sugar while taking SEROQUEL XR:

- feel very thirsty
- need to urinate more than usual
- feel very hungry
- feel weak or tired
- feel sick to your stomach
- feel confused, or your breath smells fruity

**High cholesterol and triglyceride levels in the blood (fat in the blood):** High fat levels may happen in people treated with SEROQUEL XR. You may not have any symptoms, so your healthcare provider may decide to check your cholesterol and triglycerides during your treatment with SEROQUEL XR.

- Increase in weight (weight gain):** Weight gain is common in people who take SEROQUEL XR so you and your healthcare provider should check your weight regularly. Talk to your healthcare provider about ways to control weight gain, such as eating a healthy, balanced diet, and exercising.

- Tardive dyskinesia:** Tell your health care provider about any movements you cannot control in your face, tongue, or other body parts. These may be signs of a serious condition. Tardive dyskinesia may not go away, even if you stop taking SEROQUEL XR. Tardive dyskinesia may also start after you stop taking SEROQUEL XR.

- Orthostatic hypotension (decreased blood pressure):** lightheadedness or fainting caused by a sudden change in heart rate and blood pressure when rising too quickly from a sitting or lying position.

- Increases in blood pressure:** reported in children and teenagers. Your health care provider should check blood pressure in children and adolescents before starting SEROQUEL XR and during therapy. SEROQUEL XR is not approved for patients under 10 years of age

- Low white blood cell count
- Cataracts
- Seizures
- Abnormal thyroid tests:** Your health care provider may do blood tests to check your thyroid hormone level
- Increases in prolactin levels:** Your health care provider may do blood tests to check your prolactin levels
- Sleepiness, drowsiness, feeling tired, difficulty thinking and doing normal activities**
- Increased body temperature
- Difficulty swallowing
- Trouble sleeping or trouble staying asleep (insomnia), nausea, or vomiting if you suddenly stop taking SEROQUEL XR. These symptoms usually get better 1 week after you start having them.

**Common possible side effects with SEROQUEL XR include:**

- dryness
- dry mouth
- constipation
- dizziness
- increased appetite
- upset stomach
- weight gain
- fatigue
- difficulty moving
- stuffy nose

These are not all the possible side effects of SEROQUEL XR. For more information, ask your health care provider or pharmacist.

Call your health care provider for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

**How should I store SEROQUEL XR?**

- Store SEROQUEL XR at room temperature, between 59°F to 86°F (15°C to 30°C)
- Keep SEROQUEL XR and all medicines out of the reach of children

**What are the ingredients in SEROQUEL XR?**

**Active ingredient:** quetiapine fumarate

**Inactive ingredients:** lactose monohydrate, microcrystalline cellulose, sodium citrate, hypromellose, and magnesium stearate. The film coating for all SEROQUEL XR tablets contain hypromellose, polyethylene glycol 400 and titanium dioxide. In addition, yellow iron oxide (50, 200 and 300 mg tablets) and red iron oxide (50 mg tablets) are included in the film coating of specific strengths.

**General information about SEROQUEL XR**

Do not take SEROQUEL XR unless your health care provider has prescribed it for you for your condition. Do not share SEROQUEL XR with other people, even if they have the same condition. It may harm them.

NOTE: This summary provides important information about SEROQUEL XR. For more information about SEROQUEL XR, talk with your health care provider or pharmacist or call 1-800-236-9933. You can ask your health care provider for full Prescribing Information about SEROQUEL XR that is written for health care providers and discuss it with him or her.

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AstraZeneca Pharmaceuticals LP  
Wilmington, DE 19850

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## Hack Attacks Cities take aim at fast-growing ride-share services

BY MAYA RHODAN

UPSTART RIDE-SHARING COMPANIES Uber, Lyft and Sidecar have muscled their way onto the streets in nearly 30 U.S. cities over the past three years, luring traditional taxi customers with the promise of a car available at the tap of a smartphone. The cab industry has accused the startups of everything from circumventing regulations to shoddy safety oversight. The complaints have largely been dismissed as sour grapes from a disrupted business.

That's starting to change. On March 17, Seattle became the first city in the nation to impose limits on ride-share availability. A city-council measure will hold Lyft, Sidecar and UberX, the company's lower-cost service, to no more than 150 vehicles on the road at one time. Today, UberX alone has over 1,000 drivers prowling Seattle's streets.

"We wanted to buy ourselves time to figure out how to adapt regulations," says Seattle councilwoman Sally Clark. "Until we get more data, we're going to have to limit them for a little while."

Other jurisdictions may follow Seattle's lead. Nashville is weighing a plan to regulate ride-share services like livery cabs, while Georgia lawmakers have proposed charging the companies fees to operate in the state. Similar measures are under consideration in Maryland, Colorado and Chicago. Miami and Portland, Ore., meanwhile, have refused to let the ride-share companies operate until they work out a regulatory framework. "All we're saying is these guys are taxi companies," says John Boit of the Taxi, Limousine and Paratransit Association, which is pushing back against the startups. "If you want to be a taxi company, abide by the company rules in the city in which you operate."

To head off more regulations, Uber and Lyft recently announced plans to expand insurance coverage of their drivers. But that's unlikely to mollify local lawmakers, who now have the fast-growing sharing economy more squarely in their sights.

### NOMINATIONS OBAMA'S DEMOCRATIC PROBLEM

Can the White House count votes? It doesn't look like it. As the election year heats up, Senators from Barack Obama's own party have been responsible for blocking the confirmation of two key presidential nominations.



### DEBO ADEGBILE

Obama's choice to head the Justice Department's civil rights division was voted down after seven Democratic Senators opposed the former NAACP lawyer for his role in efforts to successfully overturn the death sentence of a man convicted of killing a cop in 1981.



### VIVEK MURTHY

The Surgeon General nominee faces stiff opposition from the National Rifle Association—and up to 10 Democratic Senators—over his support for an assault-weapons ban and universal background checks. No vote has been scheduled.

### ENVIRONMENT

## A Spill That Won't Clean

**NORTH CAROLINA** The air pollution created by burning coal is hard to miss—but it's not the only toxic by-product of one of the nation's biggest sources of energy. There's also coal ash, residue left over after combustion that can contain unhealthy levels of heavy metals. The ash is usually kept in storage ponds or dumps. When those leak, the environmental damage can be tremendous. That's what happened in early February when a North Carolina dump owned by Duke Energy ruptured, releasing enough coal ash to cover 70 miles of the state's Dan River. Weeks later the spill, the third worst in U.S. history, is still being cleaned up.

The fallout may last longer. A federal grand jury convened on March 18 to probe the relationship between Duke and state regulators, according to the Associated Press, and even GOP Governor Pat McCrory, a former Duke executive, is criticizing the company's handling of the spill. But coal ash is an issue beyond the Tar Heel State. The U.S. produces over 140 million tons each year, yet there is little federal regulation. —BRYAN WALSH



### ABORTION RIGHTS

## 12

Weeks into a pregnancy after which an Arkansas law would have banned most abortions, one of the nation's most restrictive measures. A federal judge declared the law unconstitutional on March 14.

Change your  
cast of characters  
from coworkers to  
*sea urchins.*

—  
And schedule a meeting  
with the waves.

Get breakfast  
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Some daily rate packages in value for participating hotels, valid 4 months only when booking the Family Fun package. Some properties featured are subject to availability for travel through May 30, 2014. Rates with early bird discounts or selected hotels and specific travel dates. Each hotel has a policy addressing cancellations and/or blacked dates that may apply. Rates otherwise stated, quoted rates are per room per night. Based on double occupancy. Taxes and airfare not included. Taxes, gratuities, incremental charges or resort fees (where applicable). Participating properties are subject to change without notice. For full details visit [Hilton.com/FamilyFun](http://Hilton.com/FamilyFun). ©2014 Hilton Worldwide.

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# Tech

## Nowhere to Hide

How retailers can find—and up-sell—you in the aisles

BY HARRY MCCRACKEN

THANKS TO GPS, THE APPS ON YOUR phone have long been able to determine your general location. But what if they could do so with enough precision that a supermarket, say, could tempt you with digital coupons depending on whether you were hovering near the white bread or the bagels?

It may sound far-fetched, but there's a good chance the technology is already built into your iPhone or Android device. All it takes for retailers to tap into it are small, inexpensive transmitters called beacons. Here's how it works: using Bluetooth technology, handsets can pinpoint their position to within as little as 2 cm by receiving signals from the beacons stores install. Apple's version of the concept is called iBeacon; it's in use at its own stores and is being tested by Macy's, American Eagle, Safeway, the National Football League and Major League Baseball.

Companies can then use your location to pelt you with special offers or simply monitor your movements. But just as with GPS, they won't see you unless you've installed their apps and granted them access. By melding your physical position with facts they've already collected about you from rewards programs, brick-and-mortar businesses can finally get the potentially profitable insight into your shopping habits that online merchants now take for granted.

The possibilities go beyond coupons. PayPal is readying a beacon that will let consumers pay for goods without swiping a card or removing a phone from their pocket. Doug Thompson of industry site Beekn.net predicts the technology will become an everyday reality by year's end. But don't look for stores or venues to call attention to the devices. "People won't know these beacons are there," he says. "They'll just know their app has suddenly become smarter."



### Four Ways Beacons Could Change Shopping and Leisure

1

#### LINE HINTS AT BALLPARKS OR STADIUMS

When you step away to buy a hot dog, an app directs you to the closest concession stand with the shortest line

2

#### INSTANT COUPONS IN DEPARTMENT STORES

Linger in the jewelry department without buying anything and a coupon will pop up on your phone

3

#### MORE CONTEXT AT MUSEUMS AND GALLERIES

An app tells you historical information about each piece of art as you walk through the room

4

#### REMINDERS AT GROCERY STORES

An app reminds you of each item on your list when you're in the right aisle to pick it up

verizon

# GET MORE

**The MORE Everything Plan for Small Business**

## MORE MESSAGING

Unlimited International  
Messaging included.

## MORE CLOUD STORAGE

25 GB of cloud storage included.

## MORE NETWORK STRENGTH

Added 2x the 4G LTE  
bandwidth in cities coast to coast.

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RootMetrics® Independent National Study  
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network performance study ever undertaken.



RootMetrics® RootScore®  
Award Winner

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# Science



**Eye on the sky** The BICEP2 telescope at the South Pole

## Big Boost for the Big Bang One observation proves three theories

BY JEFFREY KLUGER

TIME WAS, A PICTURE OF AN infinitely tiny point could have been described with a simple caption: "The universe, actual size." That's clearly not the case anymore, and it's close to unanimously accepted that what changed everything was a primal explosion known as the Big Bang, which occurred 13.8 billion years ago. Now a single observation has all but nailed down the Big Bang, eliminating the few other remaining scientific theories about how the universe began. In the bargain, it has also at last confirmed the existence of what are known as gravitational waves and the inflationary universe.

Gravitational waves were first described by Albert Einstein, who 99 years ago envisioned all space-time as a sort

of cosmic fabric that could be warped and jiggled the way a trampoline can be set shaking by a dropped bowling ball. It was an elegant theory, but no one in the past century had been able to prove it. The inflationary universe was theorized in the 1980s by physicists who calculated that in the first billionth of a trillionth of a quadrillionth of a second after the Big Bang, the universe expanded so rapidly, it actually exceeded the speed of light.

If the right kind of jiggling could be spotted, it would prove both gravitational waves and the inflationary universe and buttress the Big Bang in the process. That's exactly the observation made by a team of researchers headed by astrophysicist John Kovac of the Harvard-Smithsonian

Center for Astrophysics.

"When I got the call, I had to ask if it was real," says Marc Kamionkowski, a theorist at Johns Hopkins University who was not part of the Kovac group. Avi Loeb, chair of the Harvard astronomy department and also not involved in the study, believes that if the discovery holds up, "it's worth a Nobel."

Kovac and his colleagues didn't see jiggling. What they saw instead, with the help of the Background Imaging of Cosmic Extragalactic Polarization 2, or BICEP2, instrument at the South Pole, was a distortion in the microwave radiation that pervades the cosmos. That seems innocuous, but it's like seeing ripples in a pond, and these particular ripples were powerful enough that they likely came from an inflationary universe (check) that produced gravitational waves (check), which were set in motion by the Big Bang (check).

The work still has to be replicated by other researchers, which is always the case with science—especially science of this magnitude. But that validation should come quickly. Cosmologists at Princeton, Berkeley, the University of Minnesota and elsewhere were already doing similar work, and they plan to stay at it, now trying to confirm the Harvard-Smithsonian findings as opposed to making the discovery on their own.

Whether it's correct or incorrect "will be known very quickly," says Kamionkowski. When it is known—and when the findings are likely confirmed—the world will not change in the same way it did when smallpox was eradicated or the airplane was invented. But the universe—the entire 13.8 billion-year-old universe—will all at once become a more rational and fathomable place. Not a bad haul for a single observation.

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- ELIQUIS is not for patients with artificial heart valves.
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# IMPORTANT FACTS

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The information below does not take the place of talking with your healthcare professional. Only your healthcare professional knows the specifics of your condition and how ELIQUIS® may fit into your overall therapy. Talk to your healthcare professional if you have any questions about ELIQUIS (pronounced ELL eh kwiss).

## What is the most important information I should know about ELIQUIS (apixaban)?

**Do not stop taking ELIQUIS without talking to the doctor who prescribed it for you.** Stopping ELIQUIS increases your risk of having a stroke. ELIQUIS may need to be stopped, prior to surgery or a medical or dental procedure. Your doctor will tell you when you should stop taking ELIQUIS and when you may start taking it again. If you have to stop taking ELIQUIS, your doctor may prescribe another medicine to help prevent a blood clot from forming.

**ELIQUIS can cause bleeding** which can be serious, and rarely may lead to death. This is because ELIQUIS is a blood thinner medicine that reduces blood clotting.

**You may have a higher risk of bleeding if you take ELIQUIS and take other medicines that increase your risk of bleeding, such as aspirin, nonsteroidal anti-inflammatory drugs (called NSAIDs), warfarin (COUMADIN®), heparin, selective serotonin reuptake inhibitors (SSRIs) or serotonin norepinephrine reuptake inhibitors (SNRIs), and other medicines to help prevent or treat blood clots.**

Tell your doctor if you take any of these medicines. Ask your doctor or pharmacist if you are not sure if your medicine is one listed above.

## While taking ELIQUIS:

- you may bruise more easily
- it may take longer than usual for any bleeding to stop

## Call your doctor or get medical help right away if you have any of these signs or symptoms of bleeding when taking ELIQUIS:

- unexpected bleeding, or bleeding that lasts a long time, such as:
  - unusual bleeding from the gums
  - nosebleeds that happen often
  - menstrual bleeding or vaginal bleeding that is heavier than normal
- bleeding that is severe or you cannot control
- red, pink, or brown urine
- red or black stools (looks like tar)
- cough up blood or blood clots

- vomit blood or your vomit looks like coffee grounds
- unexpected pain, swelling, or joint pain
- headaches, feeling dizzy or weak

## ELIQUIS (apixaban) is not for patients with artificial heart valves.

## What is ELIQUIS?

ELIQUIS is a prescription medicine used to reduce the risk of stroke and blood clots in people who have atrial fibrillation.

It is not known if ELIQUIS is safe and effective in children.

## Who should not take ELIQUIS?

### Do not take ELIQUIS if you:

- currently have certain types of abnormal bleeding
- have had a serious allergic reaction to ELIQUIS. Ask your doctor if you are not sure

## What should I tell my doctor before taking ELIQUIS?

### Before you take ELIQUIS, tell your doctor if you:

- have kidney or liver problems
- have any other medical condition
- have ever had bleeding problems
- are pregnant or plan to become pregnant. It is not known if ELIQUIS will harm your unborn baby
- are breastfeeding or plan to breastfeed. It is not known if ELIQUIS passes into your breast milk. You and your doctor should decide if you will take ELIQUIS or breastfeed. You should not do both

Tell all of your doctors and dentists that you are taking ELIQUIS. They should talk to the doctor who prescribed ELIQUIS for you, before you have any surgery, medical or dental procedure.

**Tell your doctor about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements.** Some of your other medicines may affect the way ELIQUIS works. Certain medicines may increase your risk of bleeding or stroke when taken with ELIQUIS.

## How should I take ELIQUIS (apixaban)?

**Take ELIQUIS exactly as prescribed by your doctor.** Take ELIQUIS twice every day with or without food, and do not change your dose or stop taking it unless your doctor tells you to. If you miss a dose of ELIQUIS, take it as soon as you remember, and do not take more than one dose at the same time. **Do not run out of ELIQUIS. Refill your prescription before you run out.** Stopping ELIQUIS may increase your risk of having a stroke.

## What are the possible side effects of ELIQUIS?

- See "What is the most important information I should know about ELIQUIS?"
- ELIQUIS can cause a skin rash or severe allergic reaction. Call your doctor or get medical help right away if you have any of the following symptoms:
  - chest pain or tightness
  - swelling of your face or tongue
  - trouble breathing or wheezing
  - feeling dizzy or faint

Tell your doctor if you have any side effect that bothers you or that does not go away. These are not all of the possible side effects of ELIQUIS. For more information, ask your doctor or pharmacist.

Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

This is a brief summary of the most important information about ELIQUIS. For more information, talk with your doctor or pharmacist, call 1-855-ELIQUIS (1-855-354-7847), or go to [www.ELIQUIS.com](http://www.ELIQUIS.com).

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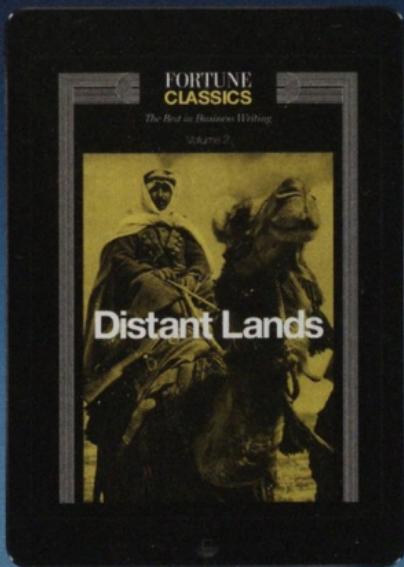
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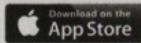
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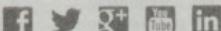


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# Milestones



Brenner, left, photographed with Carson in 1975, died on March 15 at age 78

DIED

## David Brenner

### The man who made ordinary funny

Before little things were big business in comedy, there was David Brenner. He became a stand-up in the late 1960s, a time when comedians like George Carlin and Richard Pryor were searing stages with edgy, profane routines. Brenner, the son of a vaudeville comic, went a different route. He pioneered what became known as observational comedy: slice-of-life, good-natured gags about everyday absurdities that inspired the later work of Jerry Seinfeld and Jay Leno.

Brenner's laid-back style made him a natural for late-night TV, starting with Johnny Carson's *Tonight Show* in 1971. He soon became that show's most popular performer ever, appearing on it 158 times, not counting substitute-hosting gigs. Although he never parlayed his popularity into a long-term, permanent TV role, throughout the 1970s and '80s he was in a category all his own: America's top guest. —JAMES PONIEWOZIK

DIED

**Melba Hernández**, 92, a member of Fidel Castro's inner circle from his earliest days as a revolutionary through his years in power; she was also once Cuba's ambassador to Vietnam.

DIED

**Mitch Leigh**, 86, composer who transitioned from advertising jingles to Broadway musicals including, in 1966, the long-running, Tony Award-winning *Man of La Mancha* and its anthem, "The Impossible Dream."

DIED

**Tony Benn**, 88, socialist stalwart and enduring point man for the left wing of the British Labour Party, who was a tireless advocate for labor-union rights and nuclear disarmament.



DIED

**Rachel "Bunny" Mellon**, 103, socialite widow of banking billionaire Paul Mellon and the horticulturist who redesigned the White House Rose Garden in 1961.

DIED

**Scott Ashton**, 64, drummer and co-founder of the Stooges, fronted by singer Iggy Pop; their albums *Fun House* and *Raw Power* paved the way for punk.

DIED

**Reubin Askew**, 85, two-term 1970s liberal Democratic governor of Florida who strengthened environmental laws, pushed through a corporate income tax and lowered property and school taxes.

DIED

## L'Wren Scott

### Designer

Right up until the morning of March 17, when she was found dead by her own hand, fashion designer L'Wren Scott had led a life as unlikely as the name she gave herself. She was a model who became a stylist and then a widely admired designer. Her clothes were worn by some of the most beautiful and watched women on the planet. She shared homes in exotic locales with her partner of 13 years, Mick Jagger. And she did it all under her own steam, transforming from Luann Bambrough of Roy, Utah, to fashion highflyer on the strength of her talent, will and 42-in. (107 cm) legs.

Scott, 49, started making clothes after she grew too tall for store-bought items and her adoptive mother Lula suggested she try sewing her own. Her style mirrored her attitude toward her 6-ft. 3-in. (190 cm) frame: confidently feminine and disinclined to shrink from view.

Why she strangled herself with a scarf tied to a doorknob in her Manhattan apartment was a mystery, even to those who loved her. "I am still struggling to understand how my lover and best friend could end her life in this tragic way," wrote Jagger on his Facebook page, before indefinitely postponing the Rolling Stones' Australian and New Zealand tour. "I will never forget her."

—BELINDA LUSCOMBE



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# Rana Foroohar

## It's Mary Barra's GM Now

How the automaker's new CEO deals with the recall crisis will tell us everything about its future



AS GENERAL MOTORS, AMERICA'S largest automaker, struggles with a recall crisis—3.1 million vehicles are affected by a spate of problems, one of which led to at least 31 crashes and 12 fatalities over the past decade—the big question is which company is recently appointed CEO Mary Barra actually running: the old GM or the new GM? The former was a company that bred many of today's troubles. It was insular, with sometimes cowardly managers unwilling to pass bad news up the food chain, and it was embroiled in squabbles over cost cutting vs. quality carmaking.

THE NEW GM IS A LEANER, MEANER, POSTBAILOUT company that must convince consumers, investigators and Wall Street that it can face trouble head-on. Barra, a respected insider whose tenure will be defined by how she manages this crisis, is trying hard to prove that GM can change. In a 3-min. 53-sec. video on the company's website, she lays out the known facts and ramifications of the crisis with authority and sensitivity, telling customers what to expect and how GM will work with the National Highway Traffic Safety Administration (NHTSA), two congressional bodies and the Department of Justice, all of which are investigating the problems. "Something went wrong with our process in this instance, and terrible things happened," she says. "As a member of the GM family, and as a mom with a family of my own, this really hits home for me."

Barra comes across very much as a middle-American everywoman in the video—the antithesis of the vision of female corporate power exemplified by leaders like Marissa Mayer and Sheryl Sandberg (not to mention the arrogance of the Old Detroit that ran the company into the ground). It will be interesting to see just how different she is from the most recent crop of GM leaders, including Ed Whitacre and Dan Akerson, who were in charge when some of the problems occurred.

Despite her low-key manner, she's already transformed many parts of one of America's most iconic companies. An engineer with a distaste for bureaucracy, she held positions across GM's management chain before taking over in January, accomplishing unsexy yet important tasks that had long been talked about but not tackled, like making sure the same car didn't get made in three different ways on three different continents. "She's very collabora-

### BARRA'S ROAD AHEAD



GM stock is regaining lost ground, but upcoming speed bumps include:

1. **A \$300 million write-down to cover recall costs**

2. **Probes by two congressional committees, the NHTSA and the Justice Department**

3. **Inevitable product liability and wrongful-death claims**

tive, and that's definitely what GM needs now," says veteran auto analyst Roy Harcourt, who has known Barra for 30 years. "She will let people know GM is totally focused on the customer and that something like this will never happen again."

THE TRUTH IS THAT THINGS LIKE THIS—MEANING recalls of faulty vehicles—happen in the auto industry all the time. What's interesting is that they usually don't do much harm to an automaker's long- or even midterm share price and market position. Unless, that is, they are indicative of a larger cultural problem within the firm or there's a sense that the company knowingly covered things up. (That's still the crucial issue: Why didn't GM, which apparently had evidence of an ignition problem going back to 2001, say something sooner?) A Citigroup research note on the crisis points out that the only major auto firm to recently lose market share because of such a fiasco is Toyota, which on March 19 agreed to pay \$1.2 billion to settle a criminal investigation over a 2009–10 recall scandal. It eventually had to halt production on new models because it handled the crisis in drab and drab rather than definitively.

Barra, in contrast, is moving quickly. She appointed a new vehicle-safety chief, sped up recall notifications and announced a \$300 million write-down in the first quarter to deal with the cost of crisis management. Once GM gets beyond the immediate problems, her hands will still be full. Though the company has a strong balance sheet postbankruptcy and has come a long way in terms of cost cutting and quality improvement, it still faces stiff competition. Toyota and another Asian rival, Hyundai, are increasingly relying on the U.S. market for sales. More important, GM is not nearly as profitable as European automakers BMW, Mercedes or Volkswagen, all of which make a lot of money on their luxury lines. GM has been trying to rehabilitate Cadillac's brand image for several years with some success, but it's a slow process. The recall of some Cadillac models isn't likely to help much.

For Barra, the best news is that markets aren't yet panicking about the company's troubles. Many insiders are bullish on her performance and ability. "I think the very fact that GM would promote her to the top position shows that this isn't the company of old," says Argus Research analyst Bill Selesky. Barra's moves over the next few weeks and months will definitively answer the question of which GM this really is—one way or another. ■

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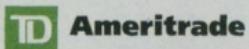
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# Old Wor

How geopolitics fuels end  
conflicts in the 21st cent

# **Id Order**

**Less chaos and old-school  
sury. By Robert D. Kaplan**

# This isn't what the 21st century was supposed to look like.

The visceral reaction of many pundits, academics and Obama Administration officials to Russian President Vladimir Putin's virtual annexation of Crimea has been disbelief bordering on disorientation. As Secretary of State John Kerry said, "It's really 19th century behavior in the 21st century." Well, the "19th century," as Kerry calls it, lives on and always will. Forget about the world being flat. Forget technology as the great democratizer. Forget the niceties of international law. Territory and the bonds of blood that go with it are central to what makes us human.

Geography hasn't gone away. The global elite—leading academics, intellectuals, foreign policy analysts, foundation heads and corporate power brokers, as well as many Western leaders—may largely have forgotten about it. But what we're witnessing now is geography's revenge: in the East-West struggle for control of the buffer state of Ukraine, in the post-Arab Spring fracturing of artificial Middle Eastern states into ethnic and sectarian fiefs and in the unprecedented arms race being undertaken by East Asian states as they dispute potentially resource-rich waters. Technology hasn't negated geography;

*Kaplan is chief geopolitical analyst for Stratfor, a private global-intelligence firm. He is the author of 15 books on foreign affairs, most recently *Asia's Cauldron: The South China Sea and the End of a Stable Pacific*.*

it has only made it more precious and claustrophobic.

Whereas the West has come to think about international relations in terms of laws and multinational agreements, most of the rest of the world still thinks in terms of deserts, mountain ranges, all-weather ports and tracts of land and water. The world is back to the maps of elementary school as a starting point for an understanding of history, culture, religion and ethnicity—not to mention power struggles over trade routes and natural resources.

The post-Cold War era was supposed to be about economics, interdependence and universal values trumping the instincts of nationalism and nationalism's related obsession with the domination of geographic space. But Putin's actions betray a singular truth, one that the U.S. should remember as it looks outward and around the globe: international relations are still about who can do what to whom.

## Putin's Power Play

SO WHAT HAS PUTIN DONE? THE RUSSIAN LEADER HAS USED geography to his advantage. He has acted, in other words, according to geopolitics, the battle for space and power played out in a geographical setting—a concept that has not changed since antiquity (and yet one to which many Western diplomats and academics have lately seemed deaf).

Europe's modern era is supposed to be about the European Union triumphing over the bonds of blood and ethnicity, building a system of laws from Iberia to the Black Sea—and eventually from Lisbon to Moscow. But the E.U.'s long financial crisis has weakened its political influence in Central and Eastern Europe. And while its democratic ideals have been appealing to many in Ukraine, the dictates of geography make it nearly impossible for that nation to reorient itself entirely toward the West.

Russia is still big, and Russia is still autocratic—after all, it remains a sprawling and insecure land power that has enjoyed no cartographic impediments to invasion from French, Germans, Swedes, Lithuanians and Poles over the course of its history. The southern Crimean Peninsula is still heavily ethnic



### UKRAINE/CRIMEA

Ukraine is too enveloped by Russia to ever be completely tied to the West. Crimea gives Russia its only access to a warm-water port.



### POLAND AND THE BALTIC STATES

Because of their location on the plains of northern Europe, these countries have long been vulnerable to invasion by neighbors to the east and west.

Russian, and it is the home of Russia's Black Sea fleet, providing Russia's only outlet to the Mediterranean.

Seeing that he could no longer control Ukraine by manipulating its democracy through President Viktor Yanukovych's neo-czardom, Putin opted for a more direct and mechanical approach. He took de facto control of pro-Russian Crimea, which for all intents and purposes was already within his sphere of influence. Besides, the home of Russia's warm-water fleet could never be allowed to fall under the sway of a pro-Western government in Kiev.

Next, Putin ordered military maneuvers in the part of Russia adjoining eastern Ukraine, involving more than 10,000 troops, in order to demonstrate Russia's geographical supremacy over the half of Ukraine that is pro-Russian as well as the part of Ukraine blessed with large shale-gas reserves. Putin knows—as does the West—that a flat topography along the long border between Russia and Ukraine grants Moscow an overwhelming advantage not only militarily but also in terms of disrupting trade and energy flows to Kiev. While Ukraine has natural gas of its own, it relies on Russia's far vaster reserves to fuel its domestic economy.

Putin is not likely to invade eastern Ukraine in a conventional way. In order to exercise dominance, he doesn't need to. Instead he will send in secessionists, instigate disturbances, probe the frontier with Russian troops and in other ways use the porous border with Ukraine to undermine both eastern Ukraine's sovereignty and its links to western Ukraine.

In short, he will use every geographical and linguistic advantage to weaken Ukraine as a state. Ukraine is simply located too far east, and is too spatially exposed to Russia, for it ever to be in the interests of any government in Moscow—democratic or not—to allow Ukraine's complete alignment with the West.

## Back to a Zero-Sum Middle East

ANOTHER WAY TO DESCRIBE WHAT IS GOING ON AROUND THE world now is old-fashioned zero-sum power politics. It is easy to forget that many Western policymakers and thinkers have

grown up in conditions of unprecedented security and prosperity, and they have been intellectually formed by the post-Cold War world, in which it was widely believed that a new set of coolly rational rules would drive foreign policy. But leaders beyond America and Europe tend to be highly territorial in their thinking. For them, international relations are a struggle for survival. As a result, Western leaders often think in universal terms, while rulers in places like Russia, the Middle East and East Asia think in narrower terms: those that provide advantage to their nations or their ethnic groups only.

We can see this disconnect in the Middle East, which is unraveling in ways that would be familiar to a 19th century geographer but less intuitive to a Washington policy wonk. The Arab Spring was hailed for months as the birth pangs of a new kind of regional democracy. It quickly became a crisis in central authority, producing not democracy but religious war in Syria, chaos in Yemen and Libya and renewed dictatorship in Egypt as a popular reaction to incipient chaos and Islamic extremism. Tunisia, seen by some as the lone success story of the Arab Spring, is a mere fledgling democracy with land borders it can no longer adequately control, especially in the southern desert areas where its frontiers meet those of Algeria and Libya—a situation aggravated by Libya's collapse.

Meanwhile, Tripoli is no longer the capital of Libya but instead the central dispatch point for negotiations among tribes, militias and gangs for control of territory. Damascus is not the capital of Syria but only that of Syria's most powerful warlord, Bashar Assad. Baghdad totters on as the capital of a tribalized Shi'ite Mesopotamia dominated by adjacent Iran—with a virtually independent Kurdish entity to its mountainous north and a jihadist Sunnistan to its west, the latter of which has joined a chaotic void populated by literally hundreds of war bands extending deep across a flat desert terrain into Syria as far as the Mediterranean.

Hovering above this devolution of Middle Eastern states into anarchic warlorddoms is the epic geographic struggle between a great Shi'ite state occupying the Iranian Plateau and



LIBYA  
Tripoli no longer truly functions as the capital of Libya. It is instead now the central dispatch point for negotiations among tribes and militias.



IRAQ  
The country has basically been reduced to a tribalized Shi'ite Mesopotamia dominated by Iran. The Kurds are virtually independent in the north.

a medieval-style Sunni monarchy occupying much of the Arabian Peninsula. The interminable violence and repression in eastern Saudi Arabia, Bahrain and Sunnistan (covering both western Iraq and Syria) are fueled by this Saudi-Iranian proxy war. Because Iran is developing the technological and scientific base with which to assemble nuclear weapons, Israel finds itself in a de facto alliance with Saudi Arabia. Israeli Prime Minister Benjamin Netanyahu can be defined by his zero-sum geographic fears, including that of the tyranny of distance: the difficulty of his relatively small air force to travel a thousand miles eastward, which bevels his search for an acceptable military option against Iran. This helps make him what he is: an obstinate negotiating partner for both the Palestinians and the Americans.

## Pacific Projection

THEN THERE IS THE MOST IMPORTANT PART OF THE WORLD FOR the U.S., the part with two of the three largest economies (China and Japan) and the home of critical American treaty allies: the Asia-Pacific region. This region too is undeniably far less stable than was at the start of the 21st century, and for reasons that can best be explained by geography.

In the early Cold War decades, Asian countries were preoccupied with their internal affairs. China, under Mao Zedong's depredations and Deng Xiaoping's economic reforms, was inwardly focused. Vietnam, the current territory of Malaysia and to a lesser extent the Philippines were overwhelmed by internal wars and rebellions. Singapore was building a viable city-state from scratch. And South Korea and Japan were recovering from major wars.

Now these states have consolidated their domestic affairs and built strong institutions. They have all, with the exception of the poverty-racked Philippines, benefited from many years of capitalist-style growth. But strong institutions and capitalist prosperity lead to military ambitions, and so all of these states since the 1990s have been enlarging or modernizing their navies and air forces—a staggering military buildup to which the American media have paid relatively scant attention.

Since the 1990s, Asia's share of military imports has risen from 15% to 41% of the world total, and its overall military spending has risen from 11% to 20% of all global military expenditures. And what are these countries doing with all of these new submarines, warships, fighter jets, ballistic missiles and cyberwarfare capabilities? They are contesting with one another lines on the map in the blue water of the South China and East China seas: Who controls what island, atoll or other geographical feature above or below water—for reserves of oil and natural gas might lie nearby? Nationalism, especially that based on race and ethnicity, fired up by territorial claims, may be frowned upon in the modern West, but it is alive and well throughout prosperous East Asia.

Notice that all these disputes are, once again, not about ideas or economics or politics even but rather about territory. The various claims between China and Japan in the East China Sea, and between China and all the other pleaders in the South China Sea (principally Vietnam and the Philippines), are so complex that while theoretically solvable through negotiation, they are more likely to be held in check by a stable balance-of-power system agreed to by the U.S. and Chinese navies and air forces. The 21st century map of the Pacific Basin, clogged as it is with warships, is like a map of conflict-prone Europe from previous centuries. Though war may ultimately be avoided in East Asia, the Pacific will show us a more anxious, complicated world order, explained best by such familiar factors as physical terrain, clashing peoples, natural resources and contested trade routes.

India and China, because of the high wall of the Himalayas, have developed for most of history as two great world civilizations having relatively little to do with each other. But the collapse of distance in the past 50 years has turned them into strategic competitors in the Indian Ocean and the South China Sea. (This is how technology abets rather than alleviates conflict.) And if Narendra Modi of the Hindu-nationalist Bharatiya Janata Party is elected by a significant majority in elections in April and May, as is expected by



### BURMA

This sprawling and mountainous country is home to regionally based ethnic groups, some with their own militias.



### CENTRAL AFRICAN REPUBLIC/SOUTH SUDAN

Africa has a growing middle class. But both of these countries have been beset by bloody conflicts over religion, ethnicity and territory.

many, India will likely pursue a fiercely geopolitical foreign policy, aligning even more strongly with Japan against China.

China, meanwhile, faces profound economic troubles in the coming years. The upshot will be more regime-stoked nationalism directed at the territorial disputes in the South China and East China seas and more rebellions at home from regionally based ethnic groups such as the Turkic Muslim Uighurs, in the west abutting Central Asia, and the Tibetans, in the southwest close to India. Can the Han Chinese, who inhabit the arable cradle of China and make up 90% of the country's population, keep the minorities on the upland peripheries under control during a sustained period of economic and social unrest? The great existential question about China's future is about control of its borderlands, not its currency.

Practically anywhere you look around the globe, geography confounds. Burma is slowly being liberated from benighted military dictatorship only to see its Muslim minority Rohingyas suffer murder and rape at the hands of Burmese nationalist groups. The decline of authoritarianism in Burma reveals a country undermined by geographically based ethnic groups with their own armies and militias. Similarly, sub-Saharan African economies have been growing dramatically as middle classes emerge across that continent. Yet at the same time, absolute population growth and resource scarcity have aggravated

ethnic and religious conflicts over territory, as in the adjoining Central African Republic and South Sudan in the heart of the continent, which have dissolved into religious and tribal war.

### What's New Is Old Again

OF COURSE, CIVIL SOCIETY OF THE KIND WESTERN ELITES PINE for is the only answer for most of these problems. The rule of law, combined with decentralization in the cases of sprawling countries such as Russia and Burma, alone can provide for stability—as it has over the centuries in Europe and the Americas. But working toward that goal requires undiluted realism about the unpleasant facts on the ground.

To live in a world where geography is respected and not ignored is to understand the constraints under which political leaders labor. Many obstacles simply cannot be overcome. That is why the greatest statesmen work near the edges of what is possible. Geography establishes the broad parameters—only within its bounds does human agency have a chance to succeed.

Thus, Ukraine can become a prosperous civil society, but because of its location it will always require a strong and stable relationship with Russia. The Arab world can eventually stabilize, but Western militaries cannot set complete and highly populous Islamic societies to rights except at great cost to themselves. East Asia can avoid war but only by working with the forces of ethnic nationalism at play there.

If there is good news here, it is that most of the borders that are being redrawn—or just reunderlined—exist within states rather than between them. A profound level of upheaval is occurring that, in many cases, precludes military intervention. The vast human cataclysms of the 20th century will not likely repeat themselves. But the worldwide civil society that the elites thought they could engineer is a chimera. The geographical forces at work will not be easily tamed.

While our foreign policy must be morally based, the analysis behind it must be cold-blooded, with geography as its starting point. In geopolitics, the past never dies and there is no modern world. ■

## The worldwide civil society that the elites thought they could engineer is a chimera. Geography will not be easily tamed



### CHINA/INDIA

Because of the Himalayas, India and China have developed quite separately. But the collapse of distance has put them increasingly at odds.



### SOUTH CHINA SEA

China claims most of the sea with its "cow's tongue," as the area is called. Vietnam and other nations have claims that overlap.

# INTO THIN AIR

*In an era of GPS and*

Google Maps, how does a jet plane disappear? By Hannah Beech and Nikhil Kumar

High and low  
Search-and-rescue  
ships, seen from  
a Vietnamese air  
force AN-26, look for  
MH 370 in the Gulf  
of Thailand

**I**T SOUNDS LIKE A REAL-LIFE VERSION of *Lost*: a 272-ton Boeing 777, one of aviation's trustiest workhorses, takes off from Kuala Lumpur International Airport and vanishes less than an hour into a flight to Beijing, falling off air-traffic radar screens and triggering a massive search involving high-tech warships, nimble supersonic jets, all-seeing satellites—the combined technological resources of 26 countries. Days go by without a trace of the airliner. Big Brother looks high and low—and finds nothing.

The world lost contact with Malaysia Airlines Flight 370 in the early hours of March 8, somewhere in no-man's-sky between Malaysia and Vietnam. Every day that followed brought new theories of what might have happened as dark turned to dawn. Was the plane hijacked to some remote landing strip and, if so, where are the passengers? Or had the jet malfunctioned and crashed into the ocean—and if so, where was the debris? As search teams looked for answers to these questions, the millions of people worldwide who were watching for updates about MH 370 were left wondering how, in 2014, technology could come up so short, allowing a 209-ft. (64 m) airliner carrying 239 people to disappear for the longest period of time in modern commercial-aviation history.

The strange saga of MH 370 doesn't fit into the narrative of our omniscient era. The world's intelligence agencies can watch and listen to millions of us as we go about our lives. Even we nonspies have plenty of tracking technology at our disposal. Pull up a web browser and with a few keystrokes we can locate our lost iPhones, track satellites as they circle the earth, use Google Maps to explore far-off lands. How, then, with our mind-bogglingly complex infrastructure of bits and bytes, did we fail to track a jumbo jet?

The answers are disturbing. For all the post-9/11 security protocols we submit to every time we get on a plane, much of the basic technology that is meant to track our progress through the sky is full of holes. And even our most modern aircraft can be rendered invisible by the human hand.

A week after MH 370 vanished, Malaysia's Prime Minister Najib Razak gave his first official statement on the matter, saying the disappearance was no accident but the result of a "deliberate action by someone on the plane." Less than an hour after its departure, at 12:41 a.m., someone

# PIECES OF THE PUZZLE

Malaysia Airlines Flight 370 used numerous communications devices—each with its own limitations

## SATELLITE

**GPS** Allows pilots to see the position of the aircraft.

**The location is not live-streamed to ground control.**

**Emergency locator transmitter** Sends a distress signal with location information after a crash.

**This works only for a limited period.**



**Voice** Pilots use two-way radios as the primary means to talk to ground control.

**Radio contact is often limited in remote regions and over water.**

**ACARS** Sends a status report on aircraft systems via radio or satellite.

**Reports are intermittent and may not contain location data.**

**Transponder** Ground radar captures the location of all airborne objects and asks them for identifying information. The transponder sends back a reply.

**Radar does not work in remote regions or over water.** Pilots can switch off transponders or evade radar by flying in areas with low coverage.

**The five biggest questions about communication from the air**

**Why do we still rely on radar, not GPS?**

Airlines are not required to use the latest technology in their jets. Carriers also lack an incentive to be up to date because of the high costs involved in upgrading their fleets.

**Can we live-stream airplane-system data?**

Current technology isn't capable of relaying second-by-second information for every system of every aircraft in flight. This may be a reality in the future, however.



26

Nations involved in the search

*The search zone currently spans an area about the size of the continental U.S. Spotting a jetliner there would be like locating one toothpick in more than 800 Olympic swimming pools.*

#### Can we get location data from passenger cell phones?

Not always. Mobile devices generally need a cell tower to send and receive data. This is why reception is spotty in remote areas and over oceans.

#### Is there a set of international communications rules?

Yes, they are set by the International Civil Aviation Organization. Countries can implement their own regulations beyond those standards.

#### Why does a black box capture only two hours of audio?

Two hours is usually overkill. Black-box investigators tend to rely on the last 30 minutes before a crash to piece together what happened.

switched off the aircraft's two main modes of contact: the automated Aircraft Communications Addressing and Reporting System (ACARS) and the transponder that sends the plane's unique signals to ground control. At 1:19 a.m., according to subsequent statements by Malaysian authorities, the plane's co-pilot Fariq Abdul Hamid, 27, uttered the last known words from MH 370 to air-traffic control: "All right, good night." (The pilot, Zaharie Ahmad Shah, 53, was a 33-year veteran with more than 18,000 flight hours.)

The aircraft then strayed from its original flight path. Someone with knowledge of flight systems had punched new coordinates into the plane's computer. Instead of making its way north toward China, MH 370 abruptly banked west, heading back over peninsular Malaysia. It then crossed over the Strait of Malacca, one of the busiest shipping lanes in the world. Days later, it was discovered that the jet's progress had been tracked by a series of electronic handshakes sent to a commercial satellite system to which Malaysia Airlines had not subscribed, much like a cell phone making contact with an unknown carrier. The last satellite ping came at 8:11 a.m. on March 8. But the data could narrow down the possible end point of the plane's journey only to a 3 million-sq.-mi. (7.8 million sq km) swath stretching from Central Asia to the southern Indian Ocean.

#### Who's Watching the Sky?

IF THE AIRLINER HAD TURNED NORTHWEST and headed to Central Asia, it should have been picked up by the radar systems of nations like India, Pakistan and China, and U.S. bases in Afghanistan. Or not. The truth is that the infrastructure that watches our skies has been cobbled together over the decades in bits and pieces. It doesn't change until disaster strikes. There are no laws mandating that the most up-to-date communications wizardry be used, and retrofitting airplanes is expensive. "In my business, there's what they call a tombstone mentality—to get things done, you have to have blood on the ground or dead people," says Robert Benzon, who spent 25 years as an aircraft-accident investigator with the National Transportation Safety Board (NTSB). "When things go right, it's very difficult to spend money on anticipating something going wrong."

If that's not unnerving enough, try this: some radar systems—like those in

the region where MH 370 went missing—are kept switched off, ready to be powered up only in the event of regional tensions. High costs prevent governments from keeping all their air-surveillance systems on at all times.

A dearth of trust among Asian nations—India and Pakistan, for instance—further complicates the issue: governments can be reluctant to share any data that is considered militarily significant, or they can dawdle during times of urgency. On March 18, Thailand revealed that shortly after MH 370 stopped communicating with ground control, its military radar might have picked up the missing airplane. Although the disclosure did not trigger a change in the investigation, the fact that it took Thailand 10 days to share potentially significant military intelligence underlined the challenges involved in coordinating an international search effort.

Cooperation over international waters, meanwhile, is a patchwork: shore-based radars are effective no more than 250 miles (400 km) from land, meaning different ground stations are in charge of tracking a flight at different times. This can lead to an airplane falling through the cracks.

A more-than-70-year-old technology, radar is also limited to line of sight, meaning it doesn't work through mountains or bend to match the earth's curvature. "When an aircraft is in a remote area or over the ocean, there essentially is no tracking system in place," says David Ison, assistant professor at Embry-Riddle Aeronautical University in Daytona Beach, Fla.

There are more-modern technologies available, but the industry simply hasn't taken them on board. "There should be a real-time GPS tracking system with the technology we have today," says William Lawrence, a retired U.S. Marine pilot and aviation expert in Fort Worth. Such a system, called Automatic Dependent Surveillance Broadcast (ADS-B), does exist. But many parts of the globe, including the continental U.S., still rely on radar and radios. The U.S. Federal Aviation Administration plans to convert to ADS-B usage by 2020.

For airlines, adopting the latest technology is prohibitively expensive. Malaysia Airlines was already teetering financially before MH 370 vanished. A jet, after all, is not an iPhone. It has a life span of 30 to 40 years, and the product-development cycle alone runs up to a decade from pa-



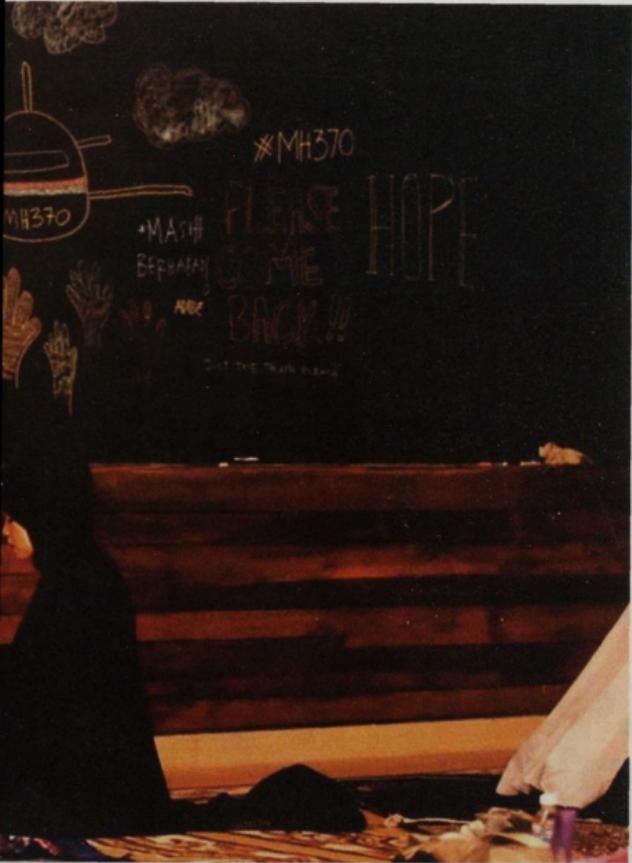
per to plane. Upgrading fleets with the newest avionics just costs too much. Consider this: adding wi-fi to jets costs around \$250,000 a pop.

#### Why Is There an Off Switch?

EVEN MODERN GPS SYSTEMS WORK ONLY until someone switches them off, as most of us do to conserve our smartphone batteries. It's a fair bet you didn't know before MH 370 disappeared that it's also possible to turn off virtually all the communications systems on an airliner. Not only can a pilot switch off a plane's transponder, but he or she can also disable the flight recorders—known as black boxes—that record inflight activity, according to Jim Cash, a retired NTSB expert on black boxes. Even if they are functioning properly, black boxes are use-

less if they can't be found. MH 370's flight recorder should emit a search beacon for 30 days, but only if it is less than 2 miles (3.2 km) underwater. The average depth of the southern Indian Ocean, where the missing airplane might have crashed had it followed a southwesterly route, is more than 2 miles.

Why do planes have locating devices that can be turned off? One reason: deliberate sabotage of the system is extremely rare, so there has been no reason to change it. Additionally, transponders were originally outfitted with an off switch so they wouldn't interfere with radar at airports. Newer radar systems aren't confused by airplane beacons, but again, large commercial airliners haven't been updated with automated transponders that turn on once a plane is airborne.



**Hope lives** In the town of Subang Jaya, a chalkboard bears messages of support for the missing passengers

But that didn't stop two men from boarding the plane with stolen passports. This was revealed soon after news of the jetliner's disappearance broke, and attention focused on the pair, who were later identified as young Iranians. It turned out they were not terrorists but illegal immigrants seeking new lives in Europe. That they were able to easily evade immigration checks raises troubling questions. Interpol has cataloged some 40 million stolen or missing passports in a database—including the two documents used on MH 370. Yet fewer than 20 nations use the registry. The Malaysians clearly didn't tap Interpol's resources.

#### **Human Incomprehension**

FIXES TO PROCEDURE AND TECHNOLOGY, even if they are implemented, are for the future. They do not ease the anguish of the families of those who vanished on MH 370. The majority, 153, were Chinese, and at a Beijing hotel where their relatives had been cooped up waiting for any word, some threw water bottles at Malaysia Airlines staff members they felt were withholding information. "The families have been taken as hostages," said a man surmised Ye, whose brother-in-law, businessman Chen Jianshe, 58, was on the plane. "It is like they have a rope around each family's neck and they are pulling it bit by bit. It gets tighter each day."

Many of the passengers were among China's new middle class and relatively new to the wonders of air travel to foreign lands. Some of the relatives are only a half-step removed from China's farms and factories. With their sunburned necks and ill-fitting suits, they wandered, lost and exhausted, around the hotel's grand ballroom, which had been turned into a Malaysia Airlines command center. But there was little information to command. For weatherbeaten farmer and urban sophisticate alike, it is hard to make sense of the disappearance of MH 370. —WITH REPORTING BY EMILY RAUHALA AND CHENGCHENG JIANG/BEIJING, PER LILJAS/KUALA LUMPUR, MASSIMO CALABRESI, MICHAEL CROWLEY, MICHAEL SCHERER AND MARK THOMPSON/WASHINGTON AND BILL SAPORITO AND EMILY MALTBY/NEW YORK

The focus on human intervention in the cockpit spawned speculation about who might have been behind the disappearance and how they might have flown under the radar. Was the captain or his first officer suicidal or a fanatic? Did a passenger with aviation expertise force his or her way to the controls? It seems more likely that the plane flew undetected over the southern Indian Ocean rather than taking the northern route, which bristles with many countries' military radar. But yet another hypothesis made the rounds: perhaps the plane flew in the wake of another airliner, escaping radar notice like a remora attached to a shark.

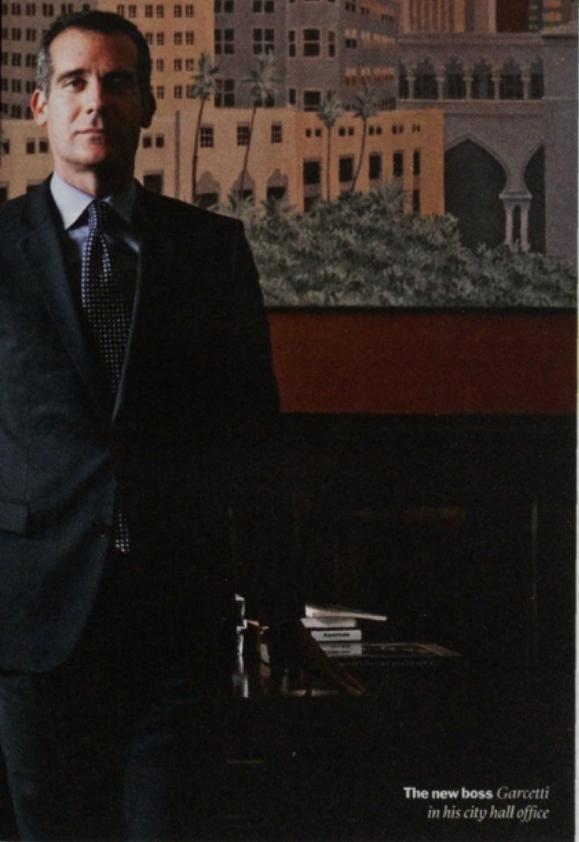
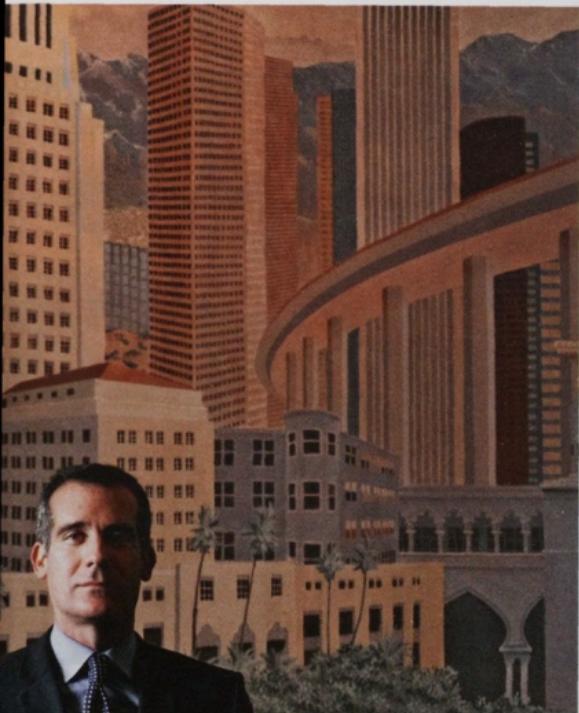
The possibility that MH 370 might have crashed into the ocean put many in mind of Air France Flight 447, which vanished over the Atlantic in 2009 en route

to Paris from Rio de Janeiro. But the two cases differ in important respects. A combination of bad weather, crew errors and wrong readings of airspeed relayed to the cockpit led Flight 447 to plunge into the South Atlantic, killing all 228 on board. It took two years to recover the plane's black boxes, but that was because they were 13,000 ft. (3,960 m) underwater; investigators knew where to look. "In Air France, there was floating debris right away, which was a pretty good indicator, and that gave them an area to search," Benzon says.

The MH 370 mystery has also thrown a spotlight on security procedures at airports around the world. Since 9/11, we have gotten used to packing our toiletries in transparent bags and automatically raising our arms for airport pat-downs.



Photograph by Michele Asselin for TIME



**The new boss** Garcetti  
in his city hall office

and Garcetti, who will represent a broad range of issues from housing to parks, transportation, and the environment. All will make his committee's focus on the ecological infrastructure, transit, and energy a central part of his work.

**NATION**

# CAN HE WRITE A NEW L.A. STORY?

Mayor Eric Garcetti is on a mission to restore the urban soul of his sprawling city

BY KATE PICKERT/LOS ANGELES

IT'S 2:45 P.M. ON A WEDNESDAY, AND LOS ANGELES Mayor Eric Garcetti is in the backseat of a black Chevy Tahoe that's inching its way to city hall along the 101 freeway. This stretch of the often clogged road is eight lanes, but there are so many cars on it that everyone is moving at about 20 m.p.h. (32 km/h), a single mass of steel and glass lurching toward downtown.

Just a few hours earlier, Garcetti was traveling a lot faster. To get to an event in Universal City, about 10 miles (16 km) from his office, Garcetti took the city's Red Line subway, which can reach speeds of up to 70 m.p.h. (113 km/h)—a pace L.A.'s rush-hour drivers can only dream about. Persuading more Angelenos to take the train could go a long way toward solving one of L.A.'s most intractable problems. "We don't need people to completely give up their cars," he says while holding onto a pole on the Red Line. "But right now, we average 1.1 people per car. If we could get that to 1.6, the traffic problem would go away."

In L.A., cars are a source of smog, billions of dollars in lost productivity every year and endless frustration for residents. "Every working person plans their life around traffic in this town," says Zev Yaroslavsky, a Los Angeles County supervisor and longtime friend of Garcetti's. "Building a transportation infrastructure is something that needs to be focused on, and Eric gets that." Should Garcetti, 43—who was elected in May as the youngest mayor of L.A. in more than a century—ever manage

to get the freeways flowing, it would be a triumph. And it would only begin to cure what ails L.A.

Los Angeles' structural problems are daunting. The city has fewer jobs now than it did in 1990, with a regional unemployment rate that is more than 2 points higher than the national average. L.A. is also buckling under health care and pension costs and is scaling back public services to compensate. The 2014-15 budget is projected to be \$242 million in the red. As the Los Angeles 2020 Commission, a group of business, labor and public-sector leaders charged by the city council with diagnosing the region's ills, put it in a December report, "Los Angeles is barely treading water while the rest of the world is moving forward."

To get L.A. moving again, voters turned to Garcetti, the half-Mexican, half-Jewish, Oxford-educated city-council president, who speaks Spanish effortlessly as he slides among different worlds. Garcetti's diverse background made him an ideal candidate in a town that's half Latino and more than 30% foreign-born and where more than 200 languages are spoken in the streets. Exit polls showed that Garcetti garnered strong support from almost every part of L.A. and across nearly all ethnic, education and age groups—a particular feat in this sprawling city that often feels more like a collection of individual neighborhoods than one large metro.

Now that he's in office, Garcetti will need the cultural finesse that served him so well as a candidate in order to navigate L.A.'s diffuse power structure. Unlike the mayors of New York City and Chicago, who oversee the budget, the school system and most city services, L.A.'s leader has to share power with Los Angeles County, which oversees the health and social services departments, and a host of municipal districts that control the schools, water and other public services. The county, which has its own elected leaders, includes 87 cities in addition to L.A., all of which have their own top officials. It is not a dynamic that rewards flying solo—one reason Garcetti held a reception for the county's other mayors at his official residence three months after taking office, the first time such a gathering had been convened. "In order to succeed," says city-council president Herb Wesson, "you have to have partners, and I don't think Eric thinks he can do it alone."

Nearly a year into his first term, Garcetti has tried to pile up victories on issues he can control, such as overhauling the fire department and deploying repair teams to fix sidewalks and potholes in every neighbor-

hood of the city. He's also embraced his role as L.A.'s head cheerleader, extolling the city's inherent virtues—great weather, top universities and a bustling international airport and seaport—to business leaders as he seeks to drum up private investment. That's vital if he hopes to reduce the region's 9% unemployment rate and retain a middle class that has been shrinking for two decades.

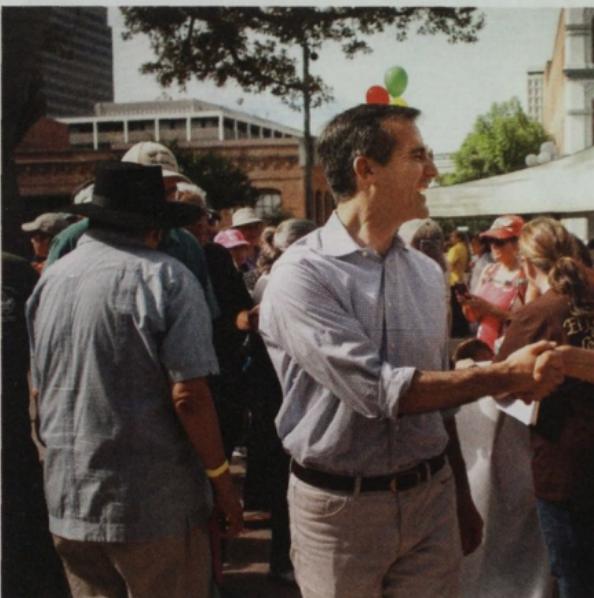
### The Modern Mayor

IT PROBABLY HELPS THAT GARCETTI WAS born into L.A.'s power structure. His father Gil Garcetti was the Los Angeles County district attorney who prosecuted O.J. Simpson. But Garcetti was raised in the suburban comfort of the San Fernando Valley—a summer job mowing lawns, Little League games within walking distance of home. After college at Columbia University in New York City—where he wrote musicals in his spare time—Garcetti went to Oxford and the London School of Economics as a Rhodes scholar and traveled to Cambodia, Burma and Ethiopia to work and study. He considered a career on Capitol Hill or at the State Department. But that changed in 2001—after Garcetti had moved back to

**Valley boy** Garcetti was elected with support from nearly every corner of the city

L.A. with Amy Wakeland, a fellow Rhodes scholar who became his wife—when a political operative he knew suggested he run for a vacant city-council seat representing Hollywood. "I couldn't get the idea out of my head, and I trust my gut on these things," says Garcetti. "I was pretty sure I'd lose, but I'd be able to inject issues I cared about and be the only young person in the race. And I won."

Garcetti threw himself into issues that helped revitalize his district, promoting pedestrian-friendly development and curbing graffiti. He joined the Naval Reserve and cultivated a reputation as a politician in sync with the city's changing face. Garcetti and Wakeland renovated a home in Echo Park, a gentrified neighborhood on the city's trendy east side, that was later featured in the modern-design magazine *Dwell*. Among the of-the-moment features touted were rooftop solar panels and a sustainable terraced garden in the backyard. It's a far cry from the Tudor-style mayor's residence Garcetti, his wife and their 2-year-old





## Back to the Future

IT'S NOT EASY TO CHANGE A PLACE WHERE, whatever its many challenges, the climate has a way of making things seem perfect nearly every day of the year. An understandable lack of intensity can set in, and the question is whether the region has the will to face its problems. Garcetti campaigned on a "back to basics" agenda, and he has avoided making too many grand promises about what he'll do in office. It's a lesson learned from his predecessor, Antonio Villaraigosa, who in two terms was unable to make good on a pledge to assume control of the school system. "Garcetti is far more low-key in style and has clearly been intent on underpromising and overperforming," says Sonenshein.

His agenda remains a bit squishy. When I ask Garcetti to name his top priorities, he cites reforming L.A.'s bureaucracy and spurring economic development and then adds one more. "The third one is kind of recapturing L.A.'s soul," he says, launching into a nostalgia tour about the 1984 Summer Olympics, held in the city when Garcetti was 13. "In 1984 the world looked to L.A. in a certain way, and we thought of ourselves in a certain way," Garcetti says. "It was the cutting edge. It was the promised land, where anything was possible ... It was the future."

Garcetti wants L.A. to reclaim its reputation as the city of the future. He has hired the city's first chief innovation-technology officer and pledged to use data analytics to guide budget allocations. He talks up a growing green-energy sector, a newly bustling downtown and a burgeoning tech-startup community in beachfront Venice. And he's trying hard to lure foreign and federal investment. On the latter, Garcetti, who served as President Obama's California co-chair during the 2008 campaign, has already produced results. L.A. was recently designated one of five federal Promise Zones, making it eligible for up to \$500 million over 10 years to combat poverty. And in February, Garcetti announced

daughter moved into last fall. "It's kind of like living in someone's grandma's house," he says.

"His style kind of captures the mood of the city as it is now and as it's evolved," says Raphael Sonenshein, executive director of the Pat Brown Institute of Public Affairs at California State University at Los Angeles. "L.A. is a city that's becoming more sophisticated, more cosmopolitan, and he has an intercultural fluency. He also has a pretty youthful sensibility."

Garcetti's profile rose quickly, and by 2006 he had been elected city-council president. When he ran for mayor against the union-backed city controller, Garcetti pledged to strengthen the city's urban core. The campaign benefited from his cultural cachet and Hollywood ties. Salma Hayek and Jake Gyllenhaal, who'd gotten to know Garcetti on an environmental-advocacy trip to the North Pole, appeared in campaign videos and hosted a private movie screening, respectively. Will Ferrell promised to give out free waffles if Garcetti was elected. One fundraiser had the future mayor playing piano onstage with Moby—"He's a friend," Garcetti says by way of explanation.

**'L.A. HAS NEVER BEEN AFRAID TO REINVENT ITSELF, AND WE HAVE TO DO THAT AT THIS MOMENT.'**

—Mayor Eric Garcetti

that L.A. County's transit authority would receive a \$670 million federal grant to connect several light-rail lines downtown. Meanwhile, transportation officials are building a new line and extending an existing one west to the beach in Santa Monica. "L.A. has never been afraid to reinvent itself, and we have to do that at this moment," he says from an overstuffed chair in his sunlit office. "If that means we used to be the car capital and now we're going to be one of the better American cities for public transit, autonomous vehicles, bike and car share—I want this to be a platform for a reimaging of city life."

But even the public-transit-mad mayor knows that trains aren't his city's default option. Garcetti may have hopped the Red Line to his speech in Universal City, but he was riding in the Tahoe afterward because he was pressed for time. L.A.'s subway often moves faster than the freeway traffic, but the route can be longer and require more time than wading through the gridlock. On the crowded Red Line train the day I rode with him, Garcetti said that 40% of L.A. residents—roughly 1.5 million people—would have to take public transportation regularly to alleviate the city's traffic woes. No more than 14% do now. Still, he says, if 20% rode subways and buses, the traffic would stop getting worse.

Garcetti will need that skill for finding the bright side as he takes on issues more tangible than recapturing muni mojo. He wants the federal government to approve a \$1 billion restoration of the moribund Los Angeles River. And as contract battles loom with municipal workers, Garcetti will need to extract concessions in pay, pensions and health care to help bring the city budget back from the brink.

For now, there seems to be a consensus that if Garcetti cannot take that trick, no one can. "Eric is better positioned than any politician in town," says Yaroslavsky. "He's not just the mayor of Los Angeles but the single most recognizable figure in the region. When somebody comes from the East Coast and wants to meet the mayor, they don't want to meet the mayor of West Hollywood."

But at least Garcetti can count on Hollywood if he needs it. The Sunday after his speech at Universal City, Garcetti was preparing for his first official international trip as mayor—a four-day swing through Mexico City. On his schedule before leaving: attend a prayer breakfast, throw out a pitch at a Little League game and stop by a TV shoot at city hall to film a spot in a pilot directed by Steve Carell. It's still L.A., after all. ■



SOLUTIONS FOR AMERICA

# BUILT IN DETROIT

BY STACY PERMAN

CAN A NEW WAVE OF HIGH-END VENTURES  
LIKE WATCHMAKER SHINOLA HELP  
REVIVE MANUFACTURING IN THE MOTOR CITY?

**T**HE FACTORY FLOOR IS SILENT BUT NOT empty. Dozens of workers dressed in crisp white lab coats, hairnets and matching Crocs are maneuvering dollhouse-size hand tools and manipulating minuscule parts to assemble wristwatches. With loupes to eyes, one line builds the movement—the timepieces' quartz-powered brain. Another line does nothing but put the dials in place, while others set the hands, fix the case backs and lash the leather straps. This isn't a clean room in Geneva or a Chinese factory in Shenzhen. These movements are taking place behind the floor-to-ceiling glass wall that separates Shinola's Detroit headquarters from its sprawling state-of-the-art factory.

One of the company's first nine employees, Titus Hayes is in charge of technical repairs. The 23-year-old looks around at the shop floor, where 60 people now work (overall the company payroll has swelled to 230). "Before I was just one of many," he says. "Here I feel part of something. I've never had a job like this."

If the name Shinola rings a bell, it may

be because of an off-color taunt. Founded in 1907, the brand-name shoe polish was a staple for American GIs, who popularized the expression "You don't know sh-t from Shinola." Over the past year, the brand—which was bought and relaunched by Fossil Inc. founder Tom Kartsotis—has established itself as a force in American-made design. The company's watches range in price from \$475 to \$950 and can be found at Bloomingdale's and Neiman Marcus as well as its two flagship Shinola-branded stores. In 2013, the company made about 50,000 watches; this year it wants to make 150,000. It has also expanded into customized bicycles, leather goods, journals, soft drinks and, naturally, shoe polish. During its first six months in business, Shinola generated more than \$20 million in sales. The company expects to turn a profit by 2017, when revenue is projected to hit \$100 million.

Shinola has earned high marks among style arbiters. Actress Kerry Washington put Shinola products on her Christmas wish list, and the company's timepieces seem to appeal to both Democrats and Republicans—former

**Build it and...** Shinola's Detroit store sells its U.S.-made watches and hand-assembled bikes

Photographs by Roy Ritchie for TIME

President Bill Clinton wears one, as does Michigan Governor Rick Snyder. (Snyder, who says Shinola is part of Detroit's comeback story, had to buy his online. "It's hard to get one," he adds.)

More than style is at stake. Shinola is growing at a time when American manufacturing is in full revival and the global trade equation is being rewritten. Climbing wages in China, higher transportation costs, a weaker dollar, rising U.S. productivity and cheaper energy: all these factors mean American firms are finding it increasingly competitive to make things at home. Companies like Shinola—native U.S. manufacturing operations determined to nurture domestic cottage industries that have all but disappeared—are the latest test of these trends. If Shinola can thrive, it could become part of something the Motor City hasn't seen since the glory days of American automaking: a new boom in manufacturing.

ON WEST MILWAUKEE AVENUE IN MIDtown Detroit, the 11-story brick Argonaut Building soars above the horizon, a beacon of better days. From 1936 to 1956, it was General Motors' research laboratory, where every GM car was designed. Here the first automatic transmission was mass-produced and the first heart-lung machine developed. During World War II, some 60,000 sq. ft. was turned over to manufacturing fighter jets. But by 1999 the Argonaut stood empty.

Today the building is owned by the College of Creative Studies, a local art school. Shinola occupies the fifth floor. Kartsotis, 54, first visited the site in 2011 as plans for Shinola began taking shape. He'd founded fashion-accessories giant Fossil in 1984. In 2000 he stepped down as Fossil's CEO and began winding down his financial stake in the company. Three years later he founded venture-capital firm Bedrock Manufacturing, focusing on domestic industries and investing in legacy brands like the maker of outdoor gear Filson as well as Mollusk, a San Francisco surf-wear maker. At first, "it was the irony of building a watch factory in Detroit that was the attraction," he says.

Touring the Argonaut convinced Kartsotis that his company could use Detroit's manufacturing legacy to bring back a host of industries that had either gone offshore or died altogether. That's why Shinola made the Detroit story and its history the centerpiece of the company's \$10 million marketing campaign last year. "The whole time we were studying this idea," says Kartsotis, "we expected to run into something that would make it impossible. Detroit never showed us impossible."



**A new supply chain?** For now, Shinola's watches are assembled of both U.S.- and Swiss-made parts

By 2012, Shinola's team had settled on its first batch of watch designs. It had been over 40 years since America had manufactured timepieces on a large scale. The last producer, Hamilton, is now a subsidiary of the Swiss outfit Swatch. Even finding a master watchmaker proved difficult. Eventually, a Shinola recruiter met Stefan Mihoc, a Romanian immigrant who had been working as a machinist for 10 years in Detroit, after he posted his résumé online.

In order to get up and running, Shinola partnered with Ronda AG, an established Swiss maker of movements, to supply components and to train Detroit workers in how to assemble, test and fix watches. (Ronda has a financial stake in the firm.) Shinola says its factory workers earn more than Michigan's \$7.40 minimum wage. The company launched last April at the watch world's annual BaselWorld confab in Switzerland alongside horology heavy hitters like Rolex and Omega.

Now Shinola is in expansion mode, according to CEO Steve Bock. Last year it opened flagship stores in Detroit and Manhattan, with more to come in Minneapolis, Chicago, London and Berlin. On its drawing board of future products: jeans, shoes and eventually furniture. "This is not just a watch company," insists Daniel Caudill, Shinola's creative director, a longtime brand and product stylist who was previously Adidas' global design guru. "This is a design company."

THE COMPANY'S BIGGEST PROBLEM NOW is finding U.S. suppliers and manufacturers to make good on its boldface promise of American-made. Most "American" watches today are in fact made in Asia or Switzerland. (Fossil watches by and large are made overseas.) Shinola's reliance on some foreign-made parts for its watches and bikes has made it the target of critics who ask just how homegrown its products really are. Its watches are labeled **BUILT IN DETROIT**, not the FTC-regulated **MADE IN U.S.A.**

To bolster its mission, Shinola has partnered with numerous American suppliers: Horween, Chicago's last tannery, produces its leather watchbands, journals and other leather goods. Steel bicycle frames and forks are handmade by Waterford Precision Cycles of Oshkosh, Wis., and then shipped to Detroit. There are dozens more. "This is not a one-off feel-good entrepreneur going out and making things in the U.S.," explains Harold Sirkin, senior partner with the Boston Consulting Group in Chicago. "As their supply chain starts to reappear and they start to make more fully made-in-America products, they are creating new businesses."

In addition to the factory, Shinola has helped revitalize a desolate stretch on the old Cass Corridor, an area better known for prostitutes and drug dealers, by opening a store in an empty factory there last June. Today the spot is thriving with new businesses. "This area was our skid row," says Jeanette Pierce, director of community relations for D:hive, a nonprofit group that connects Detroit's resources and businesses. "Sixteen months ago, there were maybe four small shops. Today there are 16 and a brewery."

The multiplier effect is worth watching. Matthew Clayton, director of the Detroit Creative Corridor Center, credits Shinola's success as a magnet for attracting new business. Four years ago, he was lucky if he got one call a quarter from a firm interested in setting up shop in Detroit. "Now," he says, "I get one call a week."

Recently Kartsotis and Bedrock have begun the process of launching Act II of their made-in-the-USA story. In the space adjacent to Shinola's Detroit shop, construction is under way on their latest venture, Willys (named after the classic American jeep), a multibrand store set to open in May. No surprise, it is dedicated to a spectrum of American-made products. Says CEO Bock: "We feel this city has a future." ■

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# The Culture

## MOVIES

### Green Is Good

Less than three years after the first *Muppets* reboot film raked in \$165 million at the global box office, a sequel, ***Muppets Most Wanted***, has arrived. Gone are Jason Segel and Amy Adams; in their place are Ricky Gervais, Ty Burrell, Tina Fey and a new bank-robbing villain who closely resembles a certain frog we all know.

Fey, who plays a prison guard in *Most Wanted*, told *Entertainment Weekly* that her Muppet alter ego would be Scooter



Kermit's nemesis Constantine looks exactly like Kermit, save for the mole above his upper lip

Here's the frog adored in equal measures by Miss Piggy and fans around the world. No mole required



## TELEVISION

### Dad Time

Christopher Meloni—better known as *Law & Order: SVU*'s Detective Elliot Stabler—returns to network television as a no-nonsense dad in the Fox comedy ***Surviving Jack***. One more thing: the show has going for it: *Scrubs* creator Bill Lawrence is an executive producer.



## BOOKS

### Adios, Atkins

For those looking to drop a few pounds, there's an endless supply of fad diets, but ***The End of Dieting***, a new book from best-selling author and family physician Joel Fuhrman, offers the promise of optimal weight maintenance without the hype. Now we'll see if it's a promise the book can keep.



By Eric Dioda

THE WEEK  
WE LEARNED WE'RE  
ALL DIVERGENT

## MUSIC

### Namesake

Colombian singer-songwriter Shakira is releasing her first English-language album in five years, titled ***Shakira***. Blake Shelton and Rihanna are among the album's confirmed guest appearances.

# Films Are His Flock

## Jonathan Bock explains Christians to Hollywood

By Josh Sanburn

**IN THE MONTHS LEADING UP TO THE** March 28 release of *Noah*—the biblical epic by writer-director Darren Aronofsky, starring Russell Crowe—Paramount Pictures screened half a dozen versions of the film, some more overtly religious than others. The studio discovered something surprising: people didn't really know the story. And it wasn't merely nonbelievers who had misconceptions about the tale of a man who built an ark to survive a great flood. It was Christians too.

"In some of the screenings, there were people who expressed concerns because Noah got drunk," says Jonathan Bock, founder and president of marketing firm Grace Hill Media. "Well, that's in the Bible. We had people talk about the townspeople making fun of Noah for building an ark. Well, that's not in the Bible."

Those bits of information helped Bock advise Paramount on how to market a movie that was controversial months before its release because of accusations that it doesn't accurately portray the Genesis tale. The studio wanted *Noah* to be popular with the general public, but more important, it needed to win over the tens of millions of U.S. Christians who are increasingly sought after in Hollywood. In late February, the studio released a joint statement with the National Religious Broadcasters saying the movie was not 100% biblically accurate but was true to the spirit of the scriptural story—an attempt to mollify those who had misconceptions about the tale as well as people who believed that Aronofsky's version strayed too far from it.

In Hollywood, portraying God, Jesus and the Bible is a tricky business, and one that hasn't been this bustling for half a century. Not since *Ben-Hur* and *The Ten Commandments* has the good book been so much in demand. But it's far from an easy sell. For faith-based entertainment, getting pastors and congregations on board is more important than a glowing review in the *New York Times*. If preachers tell their congregants not to see a movie, that's bad news for studios. Which is where Bock comes in.

"I sit on a funny fence," says Bock, who advises movie executives on religious content and markets those films to the Christian community through churches, religious organizations and media outlets. "I help these two worlds that don't often intersect understand each other and help them realize that they can be of great benefit to one another."

Bock is Hollywood's spiritual guide, the religious expert studios hire when they're interested in reaching Christians, the same way that a producer making a

**'I said to my boss,  
"You should hire some  
company that does  
outreach to pastors ..."  
There was nobody.'**

—JONATHAN BOCK



war movie needs a military historian. He's there to make sure Hollywood gets Scripture right and avoids turning off the millions of American believers, which can often result in plummeting box-office numbers. The most shocking example is the outcry in the late 1980s over Martin Scorsese's *The Last Temptation of Christ*, an account of Jesus' last days based on a novel by Nikos Kazantzakis. It ended with Christ on the Cross being tempted by Satan and envisioning himself married to Mary Magdalene. Thousands of radio stations denounced it, protesters picketed the studio's headquarters, and the film, though critically acclaimed, became one of Scorsese's all-time worst-performing movies.

"In the past, Christians considered Hollywood to be the enemy," says Phil Cooke, a consultant who owns a production company and describes his job as



Two by two

Aronofsky used digital animals instead of live ones to make *Noah*

helping Christians "not suck" at the media. "They boycotted Hollywood, but they've finally realized that Hollywood doesn't respond to criticism. It responds to the box office."

AND THE BOX OFFICE IS BOOMING. SINCE Bock founded Grace Hill in 2000, he has worked on about 350 films and TV shows, including last year's *The Bible* miniseries, which was the highest-rated new cable show in 2013, outperforming the top-rated *Walking Dead* and drawing 13 million people to its premiere. The past few years have seen a slew of faith-based titles: Lifetime's *Preachers' Daughters*, Game Show Network's *American Bible Challenge* and the History Channel's *Son of God*, a theatrically released movie adaptation of *The Bible* miniseries. Ridley Scott's *Exodus*, another epic, is due in December 2014.



Bock has consulted on 350 faith-friendly movie and TV projects

Bock's latest project, *Noah*, is the biggest faith-based movie to hit screens in half a century, requiring one of his most extensive outreach efforts. The \$130 million film is also the biggest movie to date for Aronofsky, an auteur better known for creating edgy, artistic, sometimes disturbing films like *The Wrestler* and the Oscar-winning *Black Swan*. For the past two years, Bock has advised Paramount on how to portray one of the Bible's foremost characters.

Bock didn't start out thinking he'd be God's point man in Hollywood. When he got his start in television in the 1990s, he wanted to be a sitcom writer, a career trajectory that was short-lived. (He describes the one episode he wrote for the ABC show *Hangin' With Mr. Cooper* as "pure comedic genius." He's joking.) After splitting with his writing partner in the late '90s, he took a job in the publicity department

**Hollywood's Gospel. The box-office Bible****THE TEN COMMANDMENTS (1956)**

Charlton Heston played a Moses for the ages in Cecil B. DeMille's epic retelling of Exodus, the sixth highest grossing film ever made

**THE GREATEST STORY EVER TOLD (1965)**

Max von Sydow played Jesus (and Heston was John the Baptist) in a flop that ended an era of big Bible films

**THE LAST TEMPTATION OF CHRIST (1988)**

Martin Scorsese's film starring Willem Dafoe was a critical success, but protests doomed ticket sales

**THE PASSION OF THE CHRIST (2004)**

Mel Gibson's \$500 million smash with Jim Caviezel demonstrated the potential of faith-based films

at Warner Bros., which at the time was looking to market family-friendly movies *My Dog Skip* and *The Green Mile*. "I said to my boss, 'I think people who go to church would really like these movies. You should hire some company that does outreach to pastors or calls Christian radio stations,'" Bock recalls. "We looked everywhere, and there was nobody."

Bock founded Grace Hill Media, now a 10-person firm, to fill the gap. Before he arrived, Hollywood executives rarely attempted to reach out to evangelicals, let alone devise a strategy for doing so.

"Most of them just haven't grown up in a Christian background," Cooke says. "For a long time, Hollywood didn't think about this audience very much."

That changed with the success of Mel Gibson's *The Passion of the Christ*, a 2004 film that portrays, in vivid detail, the brutal last day of the biblical Jesus. Gibson's movie was produced, marketed and distributed without a major studio; instead it had the support of a swath of evangelical leaders, from Billy Graham and James Dobson to Rick Warren. Nearly a decade later, having made

\$370 million domestically, it remains the highest-grossing R-rated film ever, according to Box Office Mojo. Suddenly, Cooke recalls, "Hollywood discovered that there are 90 million Americans who take their faith very seriously."

But Hollywood had nothing in the pipeline to capitalize on this realization. "They had no institutional knowledge of how to develop, produce, market or distribute a movie like that," Bock says. "So what Hollywood ended up doing was what any smart businessman does—they toe-dipped."

In the mid-2000s, studios began acquiring small Christian films and placing them in select theaters while also producing direct-to-DVD movies. Fox, New Line, Sony and Warner Bros. all created faith-based divisions. Meanwhile, Bock was pretty much the only guy in Hollywood experienced at cultivating Christian connections. He reaches out to pastors like Ken Foreman of Cathedral of Faith in San Jose, Calif., who has screened several of Bock's projects for members of his church, and asks them to comment on the films. "He knows both communities," Foreman says. "He can reach into both worlds and connect them."

The next big turning point for Grace Hill was the critical and box-office success of *The Blind Side*, a true story about a white, distinctly Christian family in the South that adopts a young African-American man and nurtures him into an NFL prospect. Grace Hill conducted an extensive screening campaign for pastors across the country and contacted Christian news outlets to generate buzz. The film proved to be a breakthrough for Bock—and Hollywood—because it

**Aronofsky on set** A number of religious leaders support the director's version of the story of Noah



**EVAN ALMIGHTY (2007)**

Despite the film's being a comedy, Steve Carell's modern-day Noah had a charming sense of heart and faith that appealed to all audiences

**SON OF GOD (2014)**

Adapted from the History Channel miniseries *The Bible*, the theatrical film release has already raked in \$50 million

**NOAH (2014)**

Darren Aronofsky's film inspired initial outrage from some Christian groups, but intense marketing brought support from pastors

**EXODUS (2014)**

Avowed non-Christian Ridley Scott is currently in the desert filming with star Christian Bale; they may want to call Scorsese for advice

projected Christian values without explicitly addressing religion. "The faith felt so organic, so real, that I think it really showed Hollywood that you can have it both ways," Bock says. "You can make a great movie and also make it a faith-filled movie."

Working on the TV miniseries *The Bible*, Bock advised producers Mark Burnett and Roma Downey while convening some 40 theologians and scholars to look over the script to make sure it was as authentic as possible. One scene pastors had diverging views on included a line in which Jesus tells his disciple Peter that they are going to "change the world." That line isn't in the Bible, and some religious leaders wanted Jesus' dialogue to be 100% true to Scripture. But it stayed, in part because the intent was in line with the New Testament.

While a key concern with *The Bible* was making sure churchgoers would find the miniseries to be an accurate representation of what Christians believe to be the word of God, *Noah* is a bit different. For the past few months, Aronofsky and Paramount have been at odds over the direction of the film. Paramount execs have been screen-testing versions that give more obvious nods to Scripture, while Aronofsky stood by his original vision for a movie he has called "the least biblical biblical film ever made." And: "I don't give a f-ck about test scores. I'm outside the test scores."

It's typical for a film to be screen-tested in a few different versions, but *Noah* went through about half a dozen, shown to predominantly Christian audiences, including one that featured religious imagery at the beginning and a Christian

rock song called "Spirit Break Out" by Kim Walker-Smith played over the credits. Those screenings were when Bock discovered that a number of the faithful weren't aware of the story as told in the Bible, including the part where Noah gets drunk once he gets off the ark.

"We all know the story we all tell our kids, which is a happy animal rainbow story," Bock says. "But when you read the actual Scripture, it's terrifying. We forget the part where God was basically sorry he made his creation and found them wicked. We take the bookends off that story and make it a nice sweet kids' story that we put on billboards at church next to animal crackers."

For Bock, the screenings illustrated how today's pastors focus on the New Testament and a much more merciful God. And that in turn showed Paramount how crucial it was to let moviegoers know what they were getting into before they reached the theater.

"The single most important piece of information was that this was not attempting to be a 100% retelling of the story from Genesis," says Rob Moore,

vice chairman of Paramount Pictures. "A 100% literal retelling would not make a great film." On Feb. 27, Paramount released its statement declaring that the movie wasn't meant to be verbatim. A similar disclaimer appears in its marketing materials, in the movie's trailer and on its website: "While artistic license has been taken, we believe that this film is true to the essence, values and integrity of a story that is a cornerstone of faith for millions of people worldwide. The biblical story of Noah can be found in the book of Genesis."

Even though Aronofsky didn't have the final cut, Moore says *Noah* is consistent with the director's initial version, and it has received a stamp of approval from Christian leaders like Geof Morin, executive vice president of the American Bible Society, and Brian Houston, senior pastor of Hillsong Church, which includes thousands of congregants at a dozen churches around the world. Bock believes Christian audiences in general will embrace it as well. "What Darren has done is make this guy righteous and flawed, which is what is going to resonate with the Christian community, because that's all of us," he says. "I think they're going to see themselves in Noah."

And he believes the momentum behind faith-based films is more than just a blip in Hollywood. In fact, he thinks it's a return of the Christian community's role as a patron of the arts.

"Hollywood has developed that knowledge where it can take bigger chances," he says. "They know who the audience is now. They know what they're looking for. We're just as busy as we were a few years ago, but the stakes are higher."

**'What Darren has done is make this guy righteous and flawed, which is ... going to resonate with the Christian community.'**

—JONATHAN BOCK

# Art

## Thanks, but Mostly No Thanks. Five hot spots of another lukewarm Biennial

By Richard Lacayo

NEXT TO BEING A STUDIO ASSISTANT IN one of Damien Hirst's painting factories, filling in his endless dots, what's the most thankless job in the art world? Easy answer: curating the Whitney Biennial, the periodic survey of (mostly) recent, (mostly) American work at the Whitney Museum of American Art in New York City. It's the show everybody loves to hate, the one that every two years provides a new opportunity to vent, grimace or just shrug and go look for lunch.

The 2014 edition, which runs through May 25, is the last that will be held in the Whitney's longtime Marcel Breuer-designed stronghold before the museum decamps to new quarters by Renzo Piano in downtown Manhattan. Maybe to disperse the burden placed on any single Biennial organizer, this year the Whitney tapped three, giving each his or her own floor. Michelle Grabner is a painter and conceptual artist from Chicago. Stuart Comer is the chief curator of media and performance art at New York's Museum of Modern Art. And Anthony Elms is an associate curator at the Institute of Contemporary Art at the University of Pennsylvania.

Even with over 100 artists, their Biennial feels thin, maybe because apart from Grabner's floor, so much of it consists of wan conceptual projects, lengthy wall texts meant to explain work barely worth glancing at and vitrines full of documents and notebooks. Did I mention the entire gallery devoted to the critical theory journal and publisher *Semiotext(e)*? It's like some forbidding French notion of Comic-Con. Visitors trudge through whole stretches of this show looking for something to look at. There are in fact a few. These are five:

### Amy Sillman

#### 1. *Mother*, 2013-14

SILLMAN, FROM BROOKLYN, IS A NEARLY 60-year-old painter who finally got a bracing retrospective last fall at the Institute of Contemporary Art in Boston. Her work is marked by a precarious balance of off-

kilter forms, with nods to Philip Guston's cartooning, the biomorphism of Arshile Gorky and Roberto Matta and the palette of Matisse, among others, all deployed with the comic aplomb of somebody not afraid to introduce the occasional cartoon thought bubble into her work. Don't suppose for a minute that's the only thought that goes into it.

### Terry Adkins

#### 2. *Ariarium*, 2014

ADKINS, WHO WAS 60 WHEN HE DIED IN February, was a Brooklyn-based African-American artist and saxophone player who blended music and objects of his own creation into category-confounding works. For the series he made under the collective title *Ariarium*, he strung cymbals onto aluminum rods to make three-dimensional silhouettes corresponding to the differing wave vectors produced by the songs of various bird species. The rods are fixed to a wall so that each reads horizontally, as the vector paths would on a scope screen. The taut result is a palpable and dazzling transformation of sound into substance.

### Lucien Castaing-Taylor, Vérona Paravel and the Sensory Ethnography Lab

#### 3. *Leviathan*, 2012

THERE ARE WONDERS OF THE BRINY DEEP in this darkly absorbing 87-minute video, but don't come expecting Jacques Cousteau. Working with more of a debt to films like *Humain, Trop Humain*—Louis Malle's hypnotic 1973 documentary that bore witness to the repetitive tasks of assembly-line workers—the filmmakers transmute the days and nights of a New England commercial fishing boat into a roaring group portrait of man, machine and nature. There's no narration, no music and a minimum of spoken words, the better to allow for a nerve-jangling soundtrack of crashing seas, rumbling engines and shrieking winches. You'll never look at seafood the same way again.





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5

### Zackary Drucker and Rhys Ernst

#### 4. *Relationship series, 2008-13*

DRUCKER AND ERNST, A LOS ANGELES couple in their early 30s, are on a journey into each other's territory. Both are transsexuals in transition—Drucker from male to female, Ernst from female to male. For the past five years, while collaborating on projects like *She Gone Rogue*, a film also in the Biennial, they've been making searching photographs of themselves and each other, scenes along the road of an extraordinary trip. Sometimes they offer themselves candidly; sometimes they perform their emerging new roles for the camera—which in the end amounts to another kind of candor, the kind that says, Identity is the mask I wear today. A documentary from the inside looking out, the *Relationship* series is art that doesn't live up to expectations, for the good reason that there are no expectations you should bring to it.

### Alma Allen

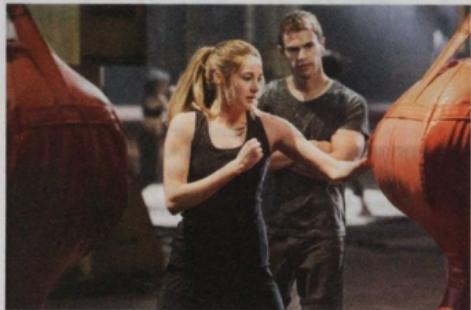
#### 5. *Untitled, 2013*

AT LEAST SINCE THE TIME OF AUGUSTE Rodin, sculptors have been asking themselves how much pressure they can exert on the human form without squeezing out all recognizable humanity. One answer is Allen's *Untitled*, an ectoplasmic flourish of white marble at roughly human scale. Born in 1970, Allen, who lives in Joshua Tree, Calif., may not even have intended to suggest the body when he first cut into the stone. A self-taught artist, he likes to talk about how he often arrives at a form only after unforeseen developments in his materials—a crack, a stain—force him to take unanticipated detours. But the body is where he arrived this time, complete with a heavy outstretched "arm" that provides both a basic human gesture and the drama of that eternal question with heavy sculpture: Will it tip? Art doesn't get more contemporary than this, a work carved from one of the most ancient of artist's materials but looks like something made on a 3-D printer.

3

# Reviews

Shailene Woodley and Theo James buck the postapocalyptic order in *Divergent*



MOVIES

## Déjà Vu. *Divergent* is a stale take on a stultifying genre

By Mike Ryan

THERE'S AN AWFULLY FAMILIAR FEELING TO *DIVERGENT*, THE movie based on the best-selling novel by Veronica Roth: post-apocalyptic landscape, the almost colorless tones, the drab clothes—and, eventually, our ruthlessly scorned hero. It's impossible to ignore the overwhelming sense that we've seen all this before, only with better execution, in this fall's *The Hunger Games: Catching Fire*.

In a futuristic, bombed-out Chicago, residents choose to live as part of one of five geographic factions based partly on a government-administered personality test. If you like living off the land in harmony, you choose Amity. If you get kicks from adrenaline-fueled, strangely acrobatic law enforcement, you choose Dauntless. You also have the option of Erudite, Candor and the enticing Abnegation. Weirdly, future Chicagoans are pretty much O.K. with this. The city appears content.

Problems start when Tris (Shailene Woodley) discovers on Choosing Day that she is a rare, uncategorizable Divergent. This means she's not just a freethinker; she's also dangerous! And, darn it, Erudite faction leader Jeanine Matthews (Kate Winslet, as the leader of the intellectual folk) is hell-bent on stopping young Tris (born Beatrice, for all admirers of Dante), even though we never know quite why she's such a threat.

Against her parents' wishes, Tris chooses the Dauntless faction and soon finds herself jumping from moving trains and plummeting from rooftops. She eventually befriends Dauntless dude Four (Theo James), who of course has secrets of his own. The real secret, though, is that *Divergent* has scarcely anything new to say.

Which is a shame, because Woodley's performance is wasted on what is starting to feel like a young-adult novel action-movie template, as opposed to a movie that at least attempts to explain why we should care about what's happening on the screen. For a film that supposedly celebrates freethinking, there's a woeful lack of it here.



MUSIC

## A Vault Full of Vintage Cash

Johnny Cash's "lost" album, *Out Among the Stars*, is a time capsule from the '80s, when Columbia Records sent the Man in Black to Nashville to work with "countrypopitan" producer Billy Sherrill, the man behind George Jones and Tammy Wynette.

The resulting songs were shelved until John Carter Cash discovered them in his father's archives. To mark what would have been Cash's 80th birthday, *Out Among the Stars* collects 12 of those never-before-heard tracks—including duets with June Carter Cash and Waylon Jennings. The idiosyncratic album ambles easily among genres, from bluegrass ("Don't You Think It's Come Our Time") and country hymns ("I Came to Believe") to classic Cash ("She Used to Love Me a Lot"), creating a well-curated reminder for audiences reared on Cash's American Recordings work that he could sing anything and make it resonate.

—MELISSA LOCKER

MOVIES

## Who's the Maniac?

Lars von Trier makes a raw, remote sex film

By Richard Corliss

AT THE SAME 2011 PRESS CONFERENCE that got him banned from the Cannes Film Festival for jesting, "O.K., I'm a Nazi," Lars von Trier announced that his next film would contain "a lot of very, very unpleasant sex." This is it. Released as a pair of two-hour films, each 30 min. shorter than the Danish director's approved cut, *Nymphomaniac* takes the form of a confession made by Joe (Charlotte Gainsbourg) to the gentle, celibate Seligman (Stellan Skarsgård), who has found her beaten in an alley.

In Vol. 1, now in theaters and on video on demand (Vol. 2 arrives in a few weeks), the young Joe (newcomer Stacy Martin) has escapades with partners identified only by their initials and with the one man she loves (a sulky, uncomfortable Shia LaBeouf). The elder Joe is a wanton woman crippled with scruples; she calls herself "a terrible human being"—while Seligman asks, "If we have wings, why not fly?"

Von Trier peppers the proceedings with helpful diagrams (one on parallel parking!) and allusions to Poe, Fibonacci and Izaak Walton. Uma Thurman shows up as a scorned wife and adds a dose of comic vinegar to this otherwise raw but oddly remote enterprise. Vol. 2 will get darker, but what we have so far is the tantalizing, occasionally funny, deeply neurotic memoir of a woman of pleasure: sort of *Fanny Hill* with a little *Annie Hall*.

Gainsbourg and Jamie Bell in von Trier's *Nymphomaniac*





A COOL  
MOUTH  
CAN WORK  
A CROWD.



YOUR  
BREATH'S  
FRIEND

# Pop Chart

LOVE IT

Researchers at the U.K.'s Aston University have confirmed that the **five-second rule is real**: food left on the floor for less time does indeed get exposed to fewer bacteria.



**Colin Powell** shared a mirror pic from the 1950s on social media: "I was doing selfies 60 years before you Facebook folks."

**Google** has removed the underlines from its search-result links. In related news, it is no longer 1996.



Pretty Woman director Garry Marshall is trying to turn the hit '90s rom-com into a Broadway musical. Here's hoping it fares better than Legally Blonde.

## THE DIGITS

# 52.7

Median age of Jimmy Fallon's *Tonight Show* audience, down from Jay Leno's 58.4. Those numbers outyouth Kimmel (56.2) and Letterman (59.2), but *Late Night With Seth Meyers* is attracting the spry (49.8) crowd. Watch out.



**FLEX TIME** You may not be able to see Belarussian gymnast Katsiaryna Halkina's head in this photo, but we promise it's still there—tucked behind her torso as she demonstrates her superior stretching abilities during a ball routine at the Rhythmic Gymnastics World Cup, held in Debrecen, Hungary, on March 16. Halkina took home a bronze medal.

## VERBATIM

**'Twilight ... is about a very unhealthy, toxic relationship.'**

**SHAILENE WOODLEY**, star of the sci-fi drama *Divergent* (adapted from a young adult book series), which has drawn comparisons to Stephenie Meyer's vampire saga

## QUICK TALK

**Alyson Hannigan**

Hannigan has spent nearly a decade playing faithful friend Lily on *How I Met Your Mother*, but the party's almost over. The show's finale airs March 31 on CBS. Here, the 39-year-old actress—also known as Willow from *Buffy the Vampire Slayer*—talks to TIME. —LILY ROTHMAN

ON MY RADAR

► Any music picked by **HIMYM** co-star **Josh Radnor**

"He used to make us Ted's Tapes at the start of each season, a CD with some of his favorite songs."

**How do you feel about the crazy-high expectations for the *HIMYM* finale?**

I would have been worried about it before I actually knew how the show was going to end. The script was amazing and wonderful and happy and sad and all of the above. **There's a fan theory that we'll discover that the mother has been dead all along ...** We could all be dead. Who knows? I love that even though it's only [two] episodes left, people are still trying to figure out the end. As Barney would say, "Wait for it!" **You clearly don't share your character's inability to keep a secret.** If there is a secret, I'd definitely be able to keep it. With the sleep deprivation of the last five years, I'd probably just forget it anyway. **Will you ever give your kids a how-I-met-your-dad talk?** I could show them, when they're old enough. I can say, "This is [husband Alexis Denisof's] first episode on *Buffy the Vampire Slayer*, and this is the prom episode where I realized I really liked this guy, then Mommy freaked out and we didn't date for a year." **I just heard that overalls—your *Buffy* wardrobe staple—are coming back. Willow was ahead of her time apparently.** I've seen them. Don't think I'm not tempted. **Between that and her tech savvy, she'd be really cool now.** The whole show, if it had been on now, would have been much bigger. That's why I feel like there should be a retroactive Emmy category. **Yes!** Like, "Sorry we forgot you while you were there. *Ally McBeal* was really shiny back then."

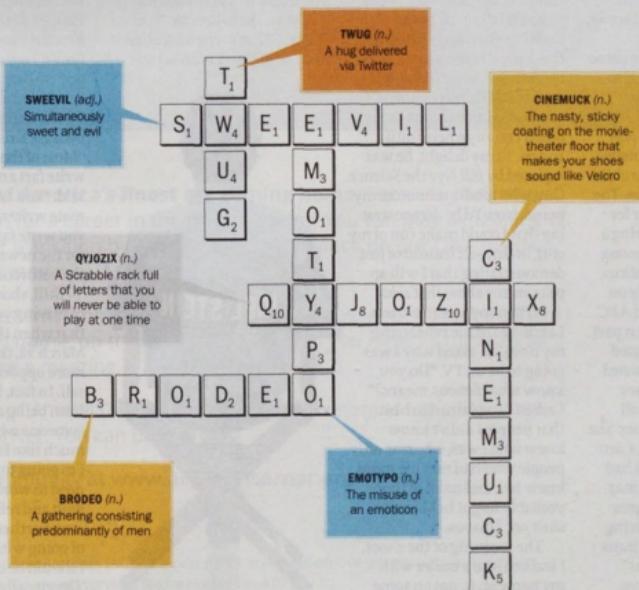




**STAR POWER** Earlier this month, Jared Leto won an Oscar for his performance in *Dallas Buyers Club*. But he's also a rock star—seen here performing with his band 30 Seconds to Mars in Moscow on March 16—and, sometimes, a political activist. At a performance in Kiev, Ukraine, just days before the show pictured above, Leto told the crowd that he supported the country's distancing itself from Russia.

## ROUNDUP Words of Wisdom?

Bored with the stuff in Scrabble's official players' dictionary, Hasbro is turning to the Internet—specifically the Hasbro Game Night Facebook page, where visitors can nominate Scrabble's first legal new word in nine years. Users are allowed to submit ideas through March 28, after which the list will be whittled down for bracket-style voting. We sifted through hundreds of recent nominations—yes, *twerk* and *selfie* are in there—to find six wacky favorites.



LEAVE IT

**Lady Gaga**  
was voluntarily  
puked on during  
her set at South  
by Southwest.  
The so-called  
vomit painter,  
Millie Brown,  
said she was  
trying to "create  
something  
beautiful."



A San Francisco radio station played Nelly's "Hot in Herre" for 72+ hours straight. Hey, at least it wasn't "Blurred Lines."

A Los Angeles-based ice cream shop is offering a four-day cleanse that requires eating nothing but five pints of ice cream a day. Sounds healthy.



James Franco is releasing a collection of his poetry, because apparently being an actor-director-artist-student is not enough.

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## Joel Stein

## Almost Fameless

I'd always wanted to play myself on TV. But which brand of me was I supposed to be?



SHARING MY EGOTISTICAL thoughts in print each week does not mean that I don't have even more egotistical, secret thoughts. One of them is that I cannot believe no one has ever asked me to play myself. Yes, I understand that if a producer hires me to be in a show or movie, the audience will be taken out of the story, wondering how the producer was able to get me, why a journalist looks better than Hollywood actors, whether my wife was cool with me doing such a long, involved love scene and whether Brad Pitt was O.K. with his wife doing said scene.

**Finally, though, an offer came** to my agent, who I hope also has other clients. A Friday-night ABC sitcom called *The Neighbors* wanted me to play myself as a guest at an intellectual salon organized by a child alien named Dick Butkus. The show has been on the air for two seasons, despite having a strong following only among child aliens and Dick Butkus. The offer focused heavily on the terms *prime time* and *ABC* and left off the child-alien part.

Shortly after I negotiated my contract, which consisted of me being surprised they were paying me, I got a call from the costume designer. She asked me what "brands of denim" I wear and whether I had any "signature items." Amazingly, I answered those questions at length, after figuring out that "denim" meant jeans and that "signature items" didn't mean signed jerseys.

I've always wondered whether the world sees me as a narcissistic punk, a fratty pig or a phony who got his job solely on the basis of his looks. Then I got the script. It turns out that the world sees me exactly how everyone pegged me in high school. I'm a nerd.

In the script, I appear on the genius alien boy's web talk show with MSNBC anchor Lawrence O'Donnell and Moby. My main problem with this scenario was Moby. I know he's a descendant of Herman Melville and likes tea, but his academic credentials end there. And now that I knew the world thinks of me as a brain, Moby risked hurting my brand. Luckily, when Moby found out that the call time was 6 a.m., he canceled, since Moby, who apparently thinks of himself as a rock star instead of as Moby, doesn't go anywhere until 10 a.m. To my delight, he was replaced by Bill Nye the Science Guy, who totally reinforces my brand. Now I'd be demonstrating that I could make fun of my stiff, brainy self instead of just demonstrating that I will appear on any show that asks.

When my 4-year-old son Laszlo heard me rehearsing my lines, he asked why I was going to be on TV. "Do you know what *famous* means?" I asked. I explained to him that people I didn't know knew who I was, whereas only people who had met his mom knew her, and most of them probably forgot her because she's not famous.

The morning of the shoot, I walked into a trailer with my name on it, put on some

of my now signature items such as "shirt" and "pants" and sat at the kitchen table on the set. Then Jami Gertz, who plays Neighbor of Alien Child, walked in, shocked to see her three biggest crushes in the house. I imagined what 16-year-old me would think of the fact that Gertz, who was huge at that time, was lustful after me. Then I wondered what he would think about the fact that she was lustful after me as a joke because I'm a nerd. It turns out he wouldn't care at all about why she was doing it.

On Jami Gertz's fifth take slowly and suggestively saying my name in a very convincing way, she called me "Joel Klein." That's when I realized that Jami Gertz is an actress

who was pretending to know who I am. I wondered if all the women I've slept with were also acting, pretending they were with the former New York City school chancellor.

**Shortly thereafter** I also found out that I was not the producers' first choice. In fact, I learned from Kristin Newman, one of the show's writers and a co-executive producer, that they contacted me only after being rejected by Neil deGrasse Tyson, Arianna Huffington, Jonathan Franzen, Reza Aslan, Richard Dawkins, Cornel West, Ira Glass, David Sedaris, Rachel Maddow, Anderson Cooper, Malcolm Gladwell, Ben Stein and Al Franken. And finding out that the Mohawk guy who helped build the Mars Rover no longer had a Mohawk. In desperation, they called me because Kristin had my email. "Most of the people I know write fart and penis jokes," she said. "You are the most legitimate writer I know because you write fart and penis jokes for the newsmagazine I read in the bathroom."

Still, showing up is 100% of playing yourself. So I hope that when the show airs on March 28, this will spur many more opportunities to play myself. In fact, I hope to transition from being a writer into being someone who plays a writer, much like Fran Lebowitz. If I'm going to do that, though, I need to work on my signature item and refine my character even further. I'm thinking of going with *Horny Nerd*. I should be on *The Big Bang Theory* early next season.



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# 10 Questions

**Popular music's elfin eccentric Beck talks about failure, family and how he wishes Beck were a band, not a guy**

**Critics are calling your new album, *Morning Phase*, a follow-up to *Sea Change*, which was a breakup album. Is it middle-aged parenthood that's bringing you down now?**

I don't think it's that. I was trying to write from a very simple human place. I was hoping to come up with something that was—had some basic human experience and perspective that other people could recognize and have as their own. But it is a tricky business to get these grand sentiments into a piece of music that isn't, on the one hand, pretentious or overly sentimental or, on the other, doesn't make you cringe.

**Your dad worked on this album. Was it awkward if you didn't like what he did?**

It's just a collaboration. There was a song where I wrote an entire string part, and then he did an edit, and then I did another edit of that. He's very accommodating, probably one of the most humble people I've ever met.

**Do you sometimes wish that it was Beck the band and not Beck the guy?**

Yeah. I always wanted to be in a band. Had I found the guys I'm about to tour with when I was younger, it could have been a band.

**Philip Glass said that when he plays his old stuff, it feels foreign to him. Does it feel that way when you play things from *Odelay* or *Mellow Gold*?**

Not as much, because he has made about 300 albums. I wish I were that prolific. In my genre, it tends to be that you work on something and

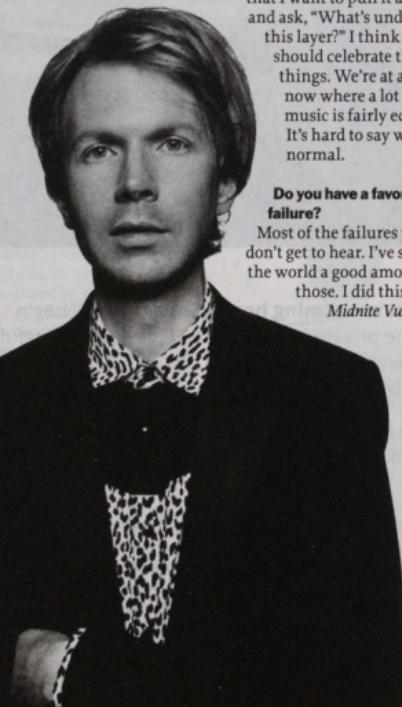
beat it to death, and then you play it every night for 2½ years. It's burned into your nervous system and into your DNA at a certain point. I'm not saying it's a positive or a negative. I don't know what it is.

**Do you mind being labeled eccentric?**

It can be said in an affectionate way. But it also can be said in a way that kind of marginalizes creativity or art. I've always felt, when it's too easy, that I want to pull it apart and ask, "What's underneath this layer?" I think we should celebrate those things. We're at a point now where a lot of pop music is fairly eccentric. It's hard to say what's normal.

**Do you have a favorite failure?**

Most of the failures you don't get to hear. I've spared the world a good amount of those. I did this record *Midnite Vultures*—



Beck's mother Bibbe Hansen was present at the birth of his wife Marissa and her twin brother, actor Giovanni Ribisi.



it was a sort of embracing of pop culture and outsider art and all these things mixed together. And there was a lot of negative response when it came out. But now a lot of younger musicians really like that one. So you never know.

**Your wife Marissa Ribisi is an actress. How do you handle two careers and a family?**

She'd given up acting before we got together, but she has a lot going on, oftentimes more than I do. I work a lot, but I've turned down things that would be good to do. There's a fine window with kids.

**You're both Scientologists. Does anything that has been written about Scientology shake your faith?**

It's like anything in our culture. There are so many opinions. Public opinion is breathing and growing and changing all the time. Your own experience is ultimately what's going to tell you what you think.

**Do you listen to current music or only old stuff?**

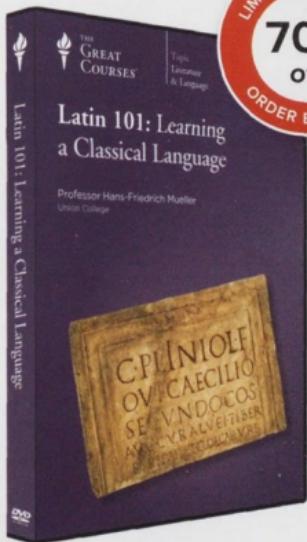
I go through periods of both. I had a period in the '90s where I was just listening to music from the '20s and '30s. But now I'm listening to St. Vincent, Sigur Rós and the new Pharrell record. I worked with him about a year ago.

**Is that when he stole your look and started wearing a hat?**

That hat predates any hat that I have ever owned.

—BELINDA LUSCOMBE

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